AMERICAN MILK REVIEW

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VOL. 8 No. 7 JULY, 1945

AN URNER-BARRY PUBLICATION

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FOR sixty-five years, through wars and depressions, De Laval has rendered continuous, unfailing service to separator users. Even during the past few critical years De Laval Separators and Clarifiers, the factory that builds them, and field men who help with operating problems have remained constantly on the job to take care of the urgent needs of the dairy industry.

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So take steps ahead of time to avoid this unnecessary source of exasperation to your customers, strain on your manpower and drain on your profits.

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AMERICAN MILK REVIEW

Volume 7 NEW YORK, JULY, 1945 No. 7

New Secretary Takes Office

Clinton P. Anderson Steps In as Head of Agriculture Department and Outlines Program to Straighten Out Chaotic Foodstuffs Situation—Has Confidence of Dairy Field

WASHINGTON, D. C.—In his first pronouncement as Secretary of Agriculture, Clinton P. Anderson on July 1 put in motion a four-point program to pave the way for solution of food shortages plaguing the nation. The new secretary warned that "the food situation will not be solved by overnight miracles," declared increased production is the only answer to present crisis, and held that higher output must be coupled with measures to insure equitable distribution of available food supplies.

The Secretary presented his policy statement in a radio interview with Everett Mitchell, NBC farm commentator, on the American Dairy Association's Sunday radio program, "The Voice of the Dairy Farmer". The new agriculture chief was introduced by D. T. Carlson, Willmar, Minn., ADA president, in the broadcast from NBC's Washington studios.

Enunciates Policies

As the foundation on which to build a more satisfactory food structure, Secretary Anderson advanced the following policies:

1. Consolidate the Department of Agriculture and War Food Administration into one working, efficient organization serving agriculture and the people.

2. Coordinate food production and pricing policies, designing them so that maximum production of food may be attained while still holding the line against inflation.

3. Secure fair and equitable distribution of food supplies in meeting military, civilian and foreign relief requirements.

4. Restore food to legitimate channels of trade through rigid black market controls and tough enforcement.

Increased food production, Secretary Anderson pointed out, requires attaining "immediate confidence among farmers that promises of price support for needed crops will be carried out in full."

This is necessary right away, he emphasized. "Then, in time to come," he continued, "there must be protection for farmers so that extra war-time production will not develop into ruinous peacetime surpluses.

Farmer a War Producer

"To get more food production now," he said, "we must think of the farmer as a war producer just as much as the manufacturer of planes and tanks."

Clinton P. Anderson, Newly Appointed Secretary of Agriculture.

He cited as an example the fact that the manufacturer given a contract for 50,000 machine guns is fully protected under the government plan of war contract settlement even should the contract be cancelled after delivery of only 10,000 or some other small fraction of the order.

"The same sort of protection should be given farmers when we ask them to increase production," the secretary said. "Now is the time to plan production for next year. We have various agencies like the Army and Navy, the United Nations Relief and Rehabilitation Administration and others estimating requirements. By combining these figures with civilian requirements estimates, we arrive at a total production goal. That goal will soon be set. But the farmers must be sure of one thing. Should some agency find its food needs reduced in the middle of next year, farmers should not have to take a loss. The original requests on which production goals are based should be regarded as a full commitment.

"There should be no repetition of the time when support prices on hogs broke under the pressure of heavy production coupled with over-optimism for an early end of the war.

"Price support programs must be carried out in full. They must be regarded as a firm commitment by the government."

Methods Must Be Flexible

Secretary Anderson said methods of meeting full support prices should be kept flexible. "The important thing," he emphasized, "is that the government's pledge be carried out."

The secretary declared that early changes are on the way in the government's program for meat.

"We will move to use the facilities of smaller slaughterers so they may serve a wider public," he said. "The meat situation will also be made more flexible. Further revisions in the program are also under way. Improvements will be forthcoming, but don't expect them tomorrow. They will take time."

Paying tribute to dairy farmers and the dairy industry, Secretary Anderson cited consistent increases in total milk production.

"Right at this time," he said, "with milk production at all-time record levels, the whole nation realizes that the dairy industry has made a tremendously real contribution to the war-time food production program. Farmers have done this despite long-endured shortages of

manpower, machinery and plant equipment."

These shortages, he said, have been forcefully called to attention in hearings of Congressional food committees conducted throughout the country.

In introducing Secretary Anderson, Mr. Carlson pointed out that the new cabinet member brings to his task "a new outlook, confidence and knowledge gained from months of study of the food problem across the nation." The general attitude of the dairy industry as a whole to the new Secretary is one of full confidence in his ability to restore order out of the long-time chaotic situation in governmental controls in the field.

"A" AWARD TO GENERAL MILLS

Special ceremonies July 11, at General Mills' special commodities plant in Keokuk, Iowa, will mark the presentation of the War Food Administration "A" award to the employees and management for outstanding food production.

Record production of ready-to-eat cereal for the armed forces—of which over 12½ million 10-ounce packages have been shipped, in addition to 4½ million pounds for compression into discs—as well as Vitamin D for fluid milk and drug product fortification, enrichment concentrates, monosodium glutamate and wheat starch and gluten brought the award to the 181 men and women of the Keokuk plant. In operation since August, 1943, the plant is the first of its type in the nation to receive the coveted award.

The special commodities plant is the sixth General Mills plant to win the award. The other five are: the Purity Oats plant at Keokuk, Iowa, Chicago cereal plant, Kansas City mill, Minneapolis mill and the Buffalo mill and cereal plant.

PAYMENTS CONTINUED

Washington, D. C.—U. S. Department of Agriculture announced June 25 the continuation beyond July 1 of its programs for stabilizing retail prices through payments to fluid milk handlers. Begun in April 1943 and now operative in 13 areas, the subsidy enables milk handlers to pay higher prices to producers without exceeding their retail ceiling prices for milk.

Rates previously established for the various areas will apply for the month of July. These are subject to modification or even revocation at any time if conditions warrant.

Areas in which the programs are operative are Arlington-Alexandria, Va.; Baltimore; Fort Wayne; Ind.; New York City; Omaha-Council Bluffs, Neb.; and six areas in Pennsylvania, including Philadelphia.

Dr. Vial Joins Dealers

Leaves Government Work to Become Associated with Trade Activities in Metropolitan New York

According to an announcement by Edward O. Mather, Executive Director of the Milk Dealers' Association of Metropolitan New York, Inc., Dr. Edmund E. Vial had been employed as assistant to the Executive Director. His work with the association will be to compile and analyze statistics and to conduct studies of numerous economic problems arising out of the production and distribution of milk in the New York milkshed.

Dr. Vial was born in LaGrange, Ill. and graduated from the University of Illinois in 1922 with the degree of Bachelor of Science. He received his Doctor of Philosophy degree from Cornell University in 1927. From 1927 to 1930 he was employed as a statistician and economist by the N. V. Potash Export Company, New York City.

In 1930 he went with the Bureau of Agricultural Economics in Washington, D. C. as Senior Agricultural Economist, and remained there until 1941, when he became Principal Agricultural Economist to the Dairy and Poultry Branch, War Food Administration, Department of Agriculture, Washington, D. C. In 1943 he came to the Market Administrator's office in New York City as Director of Research. Dr. Vial is married and has two children.

While engaged in government work Dr. Vial conducted extensive research in milk marketing in various sections of the country. He also traveled extensively to address gatherings of milk dealers and milk control officials to explain wartime milk regulatory measures as they were enacted. His previous background and knowledge of practical milk marketing operations will make him a valuable asset to the Metropolitan New York association.

EDWARD R. SCOTT DIES

National Dairy Products Corporation Purchasing Agent Since 1928

Edward R. Scott, purchasing agent of National Dairy Products Corp., died suddenly in Philadelphia on July 3 from a heart attack.

Mr. Scott was well-known in dairy circles, having been associated with the Breyer Ice Cream Co. of Philadelphia, an N. D. P. subsidiary, from 1907 until he joined the parent company in 1928. As purchasing agent for National Dairy, Mr. Scott had a wide acquaintance among leaders of the dairy business and allied trades.

Mr. Scott was active in fraternal circles, having been a member of Concordia Lodge, A. F. & A. M., Benjamin Franklin Consistory and Lu Lu Temple, A. A. O. N. M. S., all of Philadelphia. He also was a life member of the B. P. O. E.

He is survived by his widow and a sister.

CONSUMER COOP. EARNINGS

The Consumer-Farmer Milk Cooperative announced June 30 that its Board of Directors has declared a patronage dividend of $21,897.10, from savings made on milk sold between April 1, 1944 and March 31, 1945. Dividend checks are now being distributed to members of the co-operative, who consist of New York City consumers and dairymen in the states of New York, New Jersey, and Pennsylvania. The dividend rate to farmers is 7½ cents per 100 quarts of milk. This payment is in addition to the farmer's monthly milk check at the established market price.

The dairymen receiving dividends reside in Hunterdon and Somerset Counties, New Jersey; in Berks County, Pennsylvania; and in Ulster County, New York. The milk is sold to New York City consumers through consumer co-op stores and other food stores. The volume of milk sold during the dividend period was 11,916,404 quarts.

JUNE MILK PRODUCTION

Bureau of Agricultural Economics estimates June milk production at 13.2 billion pounds, which is one-half billion pounds above any previous month and 15 per cent above the 1934-43 June average. For the first half of 1945 the milk flow is estimated at 64.1 billion pounds, or almost 2½ billion pounds above last year's record volume for the same period. B.A.E. states that it is virtually certain that 1945 total milk production will exceed the previous record of 119.2 billion pounds in 1942.

DETROIT MILK STRIKEBOUND

Detroit, Mich.—Thirty per cent of Detroit consumers, with the exception of hospitals and schools, were without milk deliveries July 10, because of a strike of approximately 1,000 CIO union dairy workers employed at the Detroit Creamery Co. and the Ebling Creamery Co.

W. J. CORCORAN APPOINTMENT

Announcement has been made by Stainless & Steel Products Company, St. Paul, Minn., that W. J. Corcoran has been appointed as purchasing agent for the company, effective June 1.

Editorially Speaking....

Post-War Prognostication

DURING the past few years there has been a very noticeable decrease in the number of producer-distributors and sub-dealers. A similar change took place during the last war, and the reasons should be obvious.

The lure of high wages being paid in war production occupations, the difficulty in obtaining dairy processing equipment and trucks for replacement, scarcity of labor, wartime regulations and high taxes have brewed a set of conditions that influenced many one and two-route milk distributors either to give up their privately-owned business or turn it over to some other better established concern. So it is readily understandable why the number of small distributors decreased during the war period.

But what, may it be asked, will be the trend in respect to small dealer competition in the post-war period? With a cessation of all hostilities it is a certainty that we will not return to conditions exactly opposite to those that induced small distributors to discontinue their operations.

Some of the contributing factors that will have a distinct bearing on the future increase or decrease in the number of small competitors may be listed as follows:

1. Employment and national income;
2. Continuance of subsidies;
3. Business loan guarantees to veterans;
4. Federal favoritism to "small business" (Henry Wallace);
5. Export demand for dairy products;
6. Federal and state taxation;
7. Equipment and building costs;
8. Continuance of price ceilings and price supports.

On each one of these points and others much could be said, pro and con, to build a case for the post-war trends of competition in milk distribution. However, viewing the first few years of the post-war period optimistically, it does appear right now that the milk distributing trade will not experience any severe shocks or set-backs from any wave of new competition such as swept the country during the depths of the depression.

Fourteen Steps to Good Milk

ATTRACTIVELY illustrated with photographs and color, Circular 356, prepared by the Department of Dairy Industry in cooperation with the Department of Dairy Husbandry of the College of Agriculture, University of Wisconsin, and published by the Extension Service, effectively and in an easily understandable manner points out fourteen steps to be taken for the production of good milk.

The fourteen points emphasized in this circular are as follows: 1. Healthy cows; 2. Careful feeding; 3. Clean barns; 4. Insect controls; 5. Well made utensils; 6. Utensils bacteria free; 7. Clean cows; 8. Good milking methods; 9. Clean milking machines; 10. Clean utensils; 11. Proper straining; 12. Good milk house; 13. Proper cooling; and 14, Enclosed truck.

Not only for the soundness and proven applicability of these recommendations alone, but for the impressive manner in which they are presented, the authors, H. C. Jackson and Evert Wallenfeldt of the University faculty, are to be heartily complimented. As a means to further the movement for the production of higher quality milk and dairy products this bulletin unquestionably must be considered a valuable contribution.

Add War Bonds to Routes

TREASURY DEPARTMENT War Finance Division officials have just issued a brief but highly interesting analysis of the results of a model plan for motorized sales of War Bonds which during the 7th War Loan had been adopted by milk dealers in fifty cities. Originating in Southern California, the operation was set up as an aid to the national retailers' War Bond sales program through house-to-house canvass by dairy delivery men. In the latest campaign it had been carried to the major cities of the country under the direction of Tom C. Gundelfinger, Jr. who is on leave from the Carnation Company and serving as a special consultant to the Treasury Department.

The program has the endorsement of the International Association of Milk Dealers and the cooperation of the Milk Wagon Drivers' Union of the A. F. of L., which has been instrumental in securing its adoption. Under the program each transaction is handled entirely by the individual milk man, who makes the sale, writes up the application, collects the money and delivers the bond.

An idea of how important the dairy route stands as a War Bond market is clearly shown by its success in Southern California during the past four drives. In the 4th the route men sold $2,000,000 worth of bonds, and topped this total in the 5th. During the 6th the sales figure had mounted to $3,000,000 built up by a motorized division of 1,500, averaging more than $2,000 per route. Incomplete figures for the 7th, for which a $4,000,000 quota was set, show that the Southern California milk drivers beat the goal by $13,150 at the half-way point in the drive, with some dairy groups averaging as high as $6,000 per man.

Success of the plan, not alone in Southern California but in other major cities in which it had now been introduced, makes certain that it will be further extended during the 8th and future war loans. Here is a new field in which the milk industry and its route men are rendering added service to the general welfare.

Going Nature One Better

ANNOUNCEMENT of a new electrical hay drying device has been made by the General Electric Company, developer of the unique control for the unit. Use of the G-E control permits either automatic or manual operation of the drier, makes it simpler and also more flexible.

The complete hay drying system consists of a motor-driven blower with

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proper control and a number of air ducts which are laid on the floor of the hay loft or barn. When it is in use, the hay is piled on top of ducts, and the air, driven through the ducts by the blower, escapes through vents. Such a system practically eliminates spontaneous combustion, a constant threat to hay which is stored in a building. It also abolishes one of the farmer's most troublesome sources of loss—damaged or completely destroyed crops left to cure in the field. Another benefit is the prevention of loss when the leaves of hay, especially alfalfa, fall off and the sun bakes out the nutrient in the natural drying process.

This and other mechanical aids, developed under the impetus of war inventions, unquestionably will assist dairymen in the future to produce higher quality products and, most likely, more economically.

A Build-up for a Star

ILLUSTRATED on the front cover of this issue of the "Review" is a behind-the-scenes view of Laraine Day relaxing between screen appearances in preparing RKO Radio's "Those Endearing Young Charms".

As is the case of so many movie stars noted for their beauty and vivaciousness, Miss Day enjoys the refreshing satisfaction to be derived from a glass of cold, delicious milk.

In summer, as well as throughout the year, nature's most nearly perfect food serves both the stars and the humble with so many health-giving factors, unrivaled in any other food.

National Farm Safety

NATIONAL FARM SAFETY WEEK will be celebrated again this year during the last full week in July—July 22 through July 28. Inaugurated last year as part of the Council's campaign to "Save Manpower for Warpower," National Farm Safety Week served to focus nationwide attention on the part accidents play in contributing to the shortage of food and manpower.

The threefold theme of the Week for 1945 was outlined as follows by Maynard H. Coe, director of the Home Safety Division of the Council:

1. **Educating farm people to recognize all possible hazards.**
2. **Elimination of as many hazards as possible.**
3. **Educating farm people and volunteer workers to act safely so as not to be hurt by hazards that cannot be eliminated.**

The United States Department of Agriculture again will take an active part in promoting observance of the week, as will such organizations as the National Fire Protection Association and the Farm Equipment Institute.

With fewer young men in farm labor forces than ever, with the supply of experienced workers further reduced by war manpower demands, and with farm machinery one year older and still hard to replace, the increased struggle to meet production goals in 1945 will undoubtedly be attended by increased accidents unless preventive measures are taken, support of those engaged in the poultry which is the program of the National Safety Council and should receive active and dairy industries.

Tire Conservation a Must

APPROACH of the warm weather period places special emphasis on the importance, from the standpoint of continuing maximum efficiency in the operation of the country's motor trucks and commercial and private automobiles, of tire conservation and care. The Office of Defense Transportation, which has among the various wartime governmental agencies conducted its necessary programs along the soundest lines, has lately issued an appeal to the country's automotive transport operators to get the very fullest possible mileage out of their synthetic heavy duty tires.

Pointing out that certain requirements are necessary to get capacity service from their synthetic tires, both as to mileage and reliability, they emphasize that operators of motor vehicles must lay out a program especially designed to produce the best results.

The ODT, through its Highway Transport Department, has compiled and issued a seven-point plan embodying the following essential steps:

1. "Break in" new tires carefully for at least one month under a light load before using them in a fully loaded position. Following are two methods:

   (a) Where the same size tires are used on front and rear wheels, always mount the new tires on the front wheels and use there for a period of at least one month or more before rotating to the rear wheels.

   (b) Where different size tires are used on the front and rear wheels, any tires for the rear wheels should be "broken in" by first running them on some vehicle which is in slow or short run service or in lightly loaded service for a period of at least one month.

2. Keep tires inflated to the air pressure specified by the tire and rim association or the tire manufacturers. Do not bleed any air out of a tire when the tire is warm, even though the gauge pressure may be above these values. Use the ODT recommended comparative air-loss system in checking and inflating tires.

3. Reduce and distribute the pay load on the vehicle so that each tire does not carry an excess load.

4. Keep the road speeds to 35 m.p.h. or less.

5. After the "breaking in" period, rotate the tires to more heavily loaded wheels and properly mate for use.

6. To properly mate tires for dual wheels, measure the actual tire sizes. The rolling size of a tire can be determined by measuring the diameter of the inflated tire with a large caliper or by measuring the circumference of the center of the tread wth a measuring tape. After the tires have been measured, mount the largest tire in the outside position.

In mating the outer and inner tire, the following difference in sizes should be used as the limits: The inside tire should be not more than ⅜-inch *less* in diameter than the outer tire. In terms of circumference, the inner tire should be not more than 1⅛-inch *less* in circumference than the outer tire. This method of mating dual tires permits different makes of tires to be mated, as this rule takes into account the chief thing that is involved in the mating of tires, namely, the actual size of the mated tires.

7. Check the size of mated tires periodically, about every 5,000 miles, and remate tires to keep the differences in sizes within the limits given above. This check can be made on a dual tire axle by laying a long straight edge across the top of the tread of all four of the tire treads at hub height. This straight edge check will show the differences in the radii of the inflated tires and the radius of any outer tire should not measure more than 3/16-inch larger than the radius of its mated inner tire.

ODT officials emphasize that the best reason for following these rules is to save the tire casing for recapping. Any lack of sound tire maintenance effort, they point out, on the part of truck and other mobile unit operators only helps to aggravate the tire shortage and the laying up of trucks because of a deficiency of new tires.

Every operator of motorized trucks, delivery cars and passenger vehicles owes it to the successful culmination of the war effort to adopt this program in its entirety.

DAIRY CHANGES NAME

Indianapolis, Ind. (EB) — Officials of the Indiana Dairy Company, Anderson, Ind., have filed papers with the Indiana Secretary of State changing the name of the company to Handy's Dairy, Inc.

"Tailor-made" sales help for your Vitamin D Milk!

No matter what your particular Vitamin D Milk advertising problem may be, you can find sales help "tailor-made" for your requirements in the General Mills "Dollars for Dairies" conversion plan.

Tried and tested by dairies everywhere, the "Dollars for Dairies" program gets results because it is so readily adaptable to any situation. No haphazard grouping of advertising materials, there are actually nine *different* campaigns, each complete in itself. Yet, any of those campaigns can be correlated along any specific line.

For instance, if you are planning to specialize in newspaper advertising, there are no less than 26 different newspaper ads, ranging in size from one to four columns. Or, you can take any one campaign and use the whole works: introductory letters to doctors and dentists, posters, folders, door-knob hangers, vitamin charts, newspaper ads, bottle collars, instruction booklets and contests for your routemen, menu sheets for hotels and restaurants and billboards.

All of these materials are available at our material cost for regular and homogenized Vitamin D Milk. Make a free inspection of the full "Dollars for Dairies" program—see how it can help you today and tomorrow. Just drop us a line and complete details will be sent at once.

General Mills, Inc.

Special Commodities Division

MINNEAPOLIS 15, MINN., 80 BROAD STREET NEW YORK 4, N.Y.

Rathbun Heads League

Dairymen's Organization Directors Commend Sexauer, Retiring President, After 17 Years' Service

Syracuse, N. Y.—Henry H. Rathbun of New Hartford was elected president of the Dairymen's League Cooperative Association by its Board of Directors in Syracuse June 21. He succeeds Fred H. Sexauer of Auburn, who after being president 17 years announced May 23 (June "Review") that he was not a candidate for relection to the presidency.

Henry H. Rathbun, Elected President of Dairymen's League Cooperative.

He continues a director, having been re-elected by the Cayuga-Oswego counties district.

The directors unanimously adopted a resolution by George W. Slocum, Milton, Pa., registering thanks and appreciation for Sexauer's "services to the Association, dairy farmers, the dairy industry and the nation."

Rathbun was elected a county president of the Dairymen's League by the Oneida-Herkimer counties district in 1924, and was made a director in 1926. Since 1935 he has been first vice-president.

Came East in 1914

The new president is a rugged, energetic six footer, 54 years old. He was born in Las Vegas, New Mexico, and was raised on sheep and cattle ranches. He graduated from Culver Military Academy, Culver, Ind., in 1910, and then studied agriculture at Purdue University, Lafayette, Ind. With $5,000 earned during his school years working in saw mills and managing the Purdue dairy and poultry farms during vacations, Rathbun came east in 1914. He bought a 192-acre farm near Oriskany Falls, deciding on this region because land was cheaper than in the west. He now farms 1,000 acres, 300 growing beans, peas and potatoes, while the balance produces feed for 200 pure-bred Holsteins, 5,000 laying hens and up to 10,000 chicks a year.

In addition to his farming, Rathbun is active in several Utica business concerns. He is president of Triad Buildings, Inc., vice-president of Triad Tractor & Implement Corporation and a director of Utica Structural Steel Company.

Other Officers Named

Other officers elected by the League Directors are:

First Vice-President, Paul Talbot, Burlington Flats, Ostego County; Second Vice-President, Louis M. Hardin, Sussex, N. J., re-elected; Secretary, A. L. Milks, Little Valley, Cattaraugus County, succeeding Ernest C. Strobeck, Macedon; Treasurer, Leon A. Chapin, North Bangor, Franklin County, re-elected; Assistant Treasurer, Hadley H. Benson, Wassaic, Dutchess County; Assistant Secretary, Miss Priscilla E. Rowe, New York City, re-elected.

Elected to serve with Mr. Rathbun on the Executive Committee, which is the League's management group, are:

Mr. Chapin and H. L. Seeley, Knoxville, Tioga County, Pa., re-elected; Mr. Benson and Seymour K. Rodenhurst, Theresa, Jefferson County.

CHICAGO TECH HOLDS PARTY

Novel Program Featured at Get-Together of Industry Leaders

The annual spring party of the Chicago Dairy Technology Society was held June 12 at the Continental Hotel, Chicago. Appropriately called "The County Fair," the party featured dinner, dancing, and a novel series of horse races conducted via movies. Door prizes consisted of many and assorted vegetables.

Entertainment committee was composed of chairman W. O. Whitney, The Creamery Package Mfg. Company; H. C. Ausse, H. C. Christians Company; Ed. McCormick, Sally Mahoney Extracts; and F. W. Rayle, J. B. Ford Company.

In a short talk, the Club's Secretary, P. H. Tracy, Professor of Dairy Manufactures, University of Illinois, pointed out that "We are now in our fifteenth year. Our membership has grown until we have over 300. Similar groups have been organized in such localities as Kansas City, St. Louis, Indianapolis, Milwaukee, Cleveland, Columbus, Philadelphia, New York and Baltimore."

Officers of Chicago Dairy Tech for 1945 are: President, G. W. Shadwick, Beatrice Creamery Co.; Vice-President, F. M. Keller, Associated Milk Dealers; Treasurer, R. E. Eldred, The A. & P. Company; Secretary, Professor P. H. Tracy, University of Illinois; Sergeant at Arms, Theo. Schedler, J. B. Ford Company.

RESTRICTIONS REMOVED

Washington, D. C.—Restriction on the manufacture of fluid milk shipping containers and covers by specifications and steel content have been removed, the War Production Board announced July 2. The action was taken by the revocation of Order M-200, effective as of that date.

Concurrently printed copies of Simplified Practice Recommendation R208-45, milk shipping cans, were made available, according to announcement of the Division of Simplified Practice, National Bureau of Standards.

This recommendation, which has become fully effective when current restrictions on production are removed, applies to roll-bottom, hoop-bottom and solderless types of milk shipping cans of 5-gallons capacity and larger, manufactured for domestic use. Dimensions, weights and other details have been included.

Copies of Simplified Practice Recommendation R208-45 may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D C., for 5 cents each. A discount of 25 per cent is available on orders for 100 or more copies.

WILSTER'S FOURTH EDITION

New Book on Buttermaking Contains 266 Pages — Now Available

The revised and enlarged fourth edition of the popular book for buttermakers, "Practical Butter Manufacture" by Dr. G. H. Wilster, Professor of Dairy Manufacturing, Oregon State College, Corvallis, Oregon, which was first issued in 1937, is now ready for distribution. The book is written especially for buttermakers and students. It gives specific information on buttermaking under 50 different headings.

Many different additions have been made to the subject matter and a detailed discussion of the subject of bacteria, yeasts and molds has been included, so the book now is a complete and handy manual for anyone engaged in the manufacture of butter or who is studying buttermaking.

The useful charts which show at a glance the amounts of salt and water to add to the unfinished butter, and the butterfat in churnings of cream ranging from 500 to 5,000 pounds and containing from 29 to 42 per cent fat, have been placed in the appendix of the book. They may be removed for mounting on cardboard for use in the creamery.

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Elmer J. Myers

duties will center chiefly in the advertising solicitation branch of the company's operations and activities related thereto, assumed his new post on July 2nd.

The organization in which Mr. Myers will lend his future activities has for eighty-seven years engaged in the formulation and issuance of independent, unbiased reports and price quotations covering the New York City markets for eggs, poultry, dairy products, fruits and vegetables, and in the publication of influential trade magazines in these fields.

Urner-Barry Co. publications in addition to the *American Milk Review*, include the *American Butter Review*, the *American Egg and Poultry Review*, the *Producers' Price-Current*, authoritative daily New York City market report, the *Special Weekly Statistical Report, Who's Who in the Egg and Poultry Industries*, and *Who's Who in the Butter, Cheese and Milk Industries*. Offices and plant of the firm are located at 173 Chambers St., New York City.

Extensive Trade Background

Mr. Myers is no stranger to those in the industries to be served in his new connection. He has a wide acquaintance among the processors, packers, shippers and receivers of dairy and poultry products, and allied interests, particularly in the eastern, midwestern and near southern sections of the country. Since April, 1928, with the exception of a three and one-half year period, he has been identified with the Barrick Publishing Co., publishers of *The Packer* and *The Produce Packer*, and the affiliated *Packer Produce Mercantile Agency*, publishers of the *"Red Book"*, an annual rating publication.

He was first employed as assistant manager of *The Packer's* Pittsburgh Division office and left the organization in November, 1930, to establish *The Pittsburgh Market Reporter* which he continued to publish through June, 1934. He rejoined *The Packer* on August 1st, 1934, and was assigned to the New York Division office where he had charge of *The Produce Packer*, devoted to the butter, egg and poultry industries. On January 1, 1939, he returned to Pittsburgh as manager of that office but was again returned to the New York office on March 15, 1944, retaining the Pittsburgh territory as manager of that Division. He left this latter post to become identified with the Urner-Barry Co.

An earlier background has served Mr. Myers well in his later affiliations. He was born on a farm near Kent, Ohio, in 1904. His parents later moved to Pittsburgh where he received his education. His first business connection was with The Gloeckler Co., Pittsburgh, now of Erie, Pa., manufacturers of refrigeration equipment, first as a cost accountant and later as a salesman. Following this he was employed as a salesman for the North Side Packing Co., Pittsburgh, dealers in meats, eggs, poultry and provisions. He left this post to enter the publication field.

LEAGUE ELECTS DIRECTORS

Syracse, N. Y. — Announcement of election of three new directors to the Dairymen's League Cooperative Association's Board of Directors was made here June 21. Six directors, including Fred H. Sexauer of Auburn, who had declined to be a candidate for reelection as president, were reelected.

The new directors are: Grover C. Guernsey of Schoharie, elected director of District No. 5, which includes Ulster, Greene, Schoharie, Schenectady, Albany, Montgomery and Fulton counties. He succeeds Millard Davis of Kerhonkson.

Harold L. Creal, Homer, elected director of District No. 14, to succeed the late George R. Fitts. This district includes Cortland, Tompkins, Seneca and Yates counties.

Jay D. Sholes, West Edmeston, elected director of District No. 13, Chenago county. He succeeds Robt. S. Marchman.

Directors reelected in addition to Mr. Sexauer are: Floyd E. Washbon, Cazenovia District No. 11, Madison and Onondaga counties; Thomas McKeary, Marilla, District No. 16, Erie, Niagara and Orleans counties; Herbert L. Seeley, Knoxville, Pa., District No. 20, Steuben county, New York, and Tioga county, Pennsylvania; Edgar Raish, Candor, District No. 21, Tioga, Chemung and Schuyler counties; George W. Slocum, Milton, Pa., District No. 24, Bradford, Sullivan, Columbia, Lycoming, Montour, Lucerne, Northumberland, Snyder, Union, Clinton, Center and Mifflin counties, Pennsylvania.

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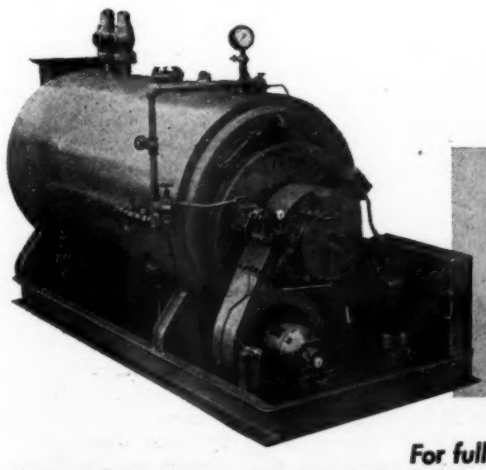

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The Dry Milk Situation

National Income, World Markets, Research and Promotional Efforts to Play Important Parts in Determining Future Status of Dried Product

(By Dr. E. Fred Koller, *Division of Agricultural Economics, University of Minnesota*)

We take pleasure in presenting herewith the text of a comprehensive consideration of the entire position of the dry milk industry in this country, both during the spur of tremendously expanded war-time production requirements and the possibilities which are in the picture for post-war developments in this phase of the dairy business, which was presented in mid-March by Dr. Koller during the Dry Milk Short Course which was conducted under the sponsorship of the Division of Dairy Husbandry of the University of Minnesota at University Farm, St. Paul, Minnesota.

Because of the fact that Dr. Koller's exposition of the subject, which is of utmost importance to the dairy field as a whole in preparations for post-war development, was worked out and given before the termination of the European phase of the war, we have taken the liberty of changing in his text some of the tenses with which his discussion was phrased. This in no wise alters the basis of Dr. Koller's discussion of the entire production and merchandising situation; nevertheless, we beg his indulgence for the small liberties we have taken with his carefully prepared and well developed analysis of the dry milk situation as a whole.

THE DRY MILK INDUSTRY has undergone great changes and has confronted numerous difficult problems during the war. Even more difficult postwar problems loom ahead. It is my assignment to discuss the dry milk situation with you and to consider some of the economic problems facing your industry in the days which lie ahead.

The problem which is likely to be of foremost concern to the dry milk industry in the days ahead is that of finding market outlets for all the powder which is produced. As you know, dry milk production has been expanded greatly during the war to supply various wartime demands. It is a large question what volume of production will be required to supply peacetime civilian demands after the war.

To facilitate the analysis we shall discuss, first, the immediate market prospects of the industry during the remainder of the war and the early postwar period. Secondly, we shall evaluate the longer term prospects of the dry milk industry after the war.

Continued Wartime Needs

As long as the nation was engaged in two wars the dairy industry, including the dry milk industry, had relatively little need for concern as to its market outlets. Market prospects for dairy foods were being bolstered up by an ever-rising tide of foods required to supply our armies,

Dr. E. Fred Koller

our navies, lend-lease needs of our allies, and the relief needs of liberated war victims in all the various theaters of war. The statistics of the allocations and shipments of foods for these purposes are subject to frequent changes. A statement of the allocations made for the fiscal year ending June 30, 1945, indicates that out of the total U. S. milk production of nearly 120 billion pounds, dairy products with milk equivalents of nearly 20 billion pounds were required for the armed forces, lend-lease, and war relief purposes. This was about 16 per cent of the total production and left about 84 per cent for civilian uses.

The overseas demand for dairy products was largely for more concentrated and less perishable types such as dried milks, evaporated milk, and cheese. Allocations of these products reported by the Office of Distribution of the War Food Administration for this fiscal year indicate that approximately 81 per cent of the total output of dried whole milk is being directed into non-civilian uses, 64 per cent of the dried nonfat milk solids, 54 per cent of the evaporated milk, and 50 per cent of the Cheddar cheese. Consequently, it is reasonable to expect that as the European war has ended and when the Japanese war ends there will be a decline in the demand for this group of products. This decline may be expected to start after V-E day and become more pronounced after the first full crops are harvested in Europe.

European Relief Situation

In the interval between V-E day and the ending of the Japanese war the demand for these foods may be maintained at a relatively high level by the needs of our armed forces in the Pacific area. Furthermore, large supplies of foods, including dairy products, will be required to fill European relief needs. In certain areas, notably Greece, Norway, Poland, and other limited areas, the food situation is very bad. Undoubtedly these urgent needs will be supplied by UNRRA and other relief agencies. In general, however, there is a growing volume of information that relief feeding will not take as much food as originally estimated, for there is less hunger than expected.

Various careful students of the European wartime food problem indicate that in this war, food production in Europe has been maintained on a higher level than in World War I. It appears that the total production of food in Europe has been maintained close to prewar levels in terms of calories. Until midsumer 1944 dairy production was maintained at about 80 per cent of prewar and the decline had resulted more from a lack of imported feed rather than a reduction of the number of dairy cows. Restocking of European dairy herds may be less of a problem that was once expected unless war damage in recent months and in the remainder of the war should involve extensive destruction of dairy cows.

A part of the food problem in Europe is due to transportation difficulties which may be expected to improve after V-E day. The food problem of Europe should also be aided by crops which may be obtained this summer in the liberated bread basket areas of the continent, such

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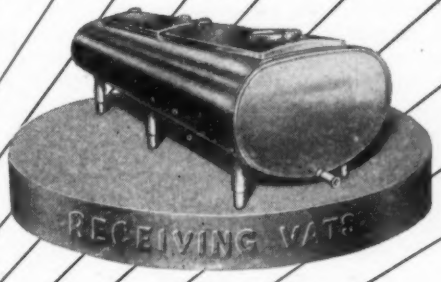

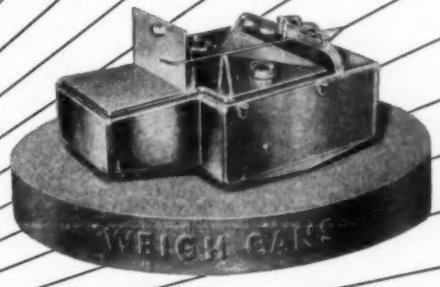

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Probable Price Trends

It is also to be recognized that much of the food which may be needed for relief purposes in Europe after the war may be supplied from our military reserve stores overseas, from food in transit, and from reserves stored in this country. Furthermore, as the tight ocean shipping situation is relieved, increased quantities of foods including dairy products may be obtained from sources other than the United States, that is, from the dairy producing areas of New Zealand, Australia, Canada, and Argentina. From the available evidence, it appears that overseas outlets for our dry milk products in the postwar may be of relatively short duration and of smaller importance than many have believed. As the overseas demand for these products declines a weakening trend may be expected in their prices. It is probable that the prices of roller products may experience the first adverse effects of this trend as was the case in the fall of 1944, when it appeared for a time that the war in Europe was approaching an end.

Some ask about the longer-term prospects for dairy exports when conditions abroad have returned to normal. It is to be remembered that from 1924 to 1940 the United States was a net importer of dairy products. Our dairy exports consisted largely of canned milk sent to Britain, to the Central American countries, and other tropical and semi-tropical areas. It is possible that dry milks may find some foreign market outlets in these same general areas. In general other nations have had an advantage over us in the production of many dairy products. Our opportunities for increasing the exports of dairy products will depend on our ability to produce more efficiently so that we may sell abroad at competitive prices. The prospects for exporting more of our dairy products such as evaporated and dried milks will depend upon the successful revival of international trade. Dairymen have a large and vital interest in the Bretton Woods proposal and other efforts of the United Nations to facilitate the flow of international trade. In general, our industrial products and certain agricultural products, such as wheat, cotton, tobacco, and lard, will benefit more from the opening of trade channels. Indirectly, however, dairy producers will benefit greatly from improved international trade relations.

Importance of Domestic Markets

It is apparent that we must place principal reliance in selling our dairy products in the domestic market after the war. During the war civilian consumption of dairy products has been cut back from about 106 billion pounds of milk equivalent a year to 100 billion pounds. When rationing restrictions are removed, will civilian users take up the slack left by declining military demands? Can the home market absorb the nearly 120 billion pounds of milk a year which may be produced at the close of the war? The readiness and willingness of the home market to absorb more dairy products will depend to a large degree upon employment and business activity over the nation. If there are jobs enough to go around and if incomes are maintained on a relatively high level, the demand for dairy products will be very good. There is a close relationship between the incomes of industrial workers and the incomes which farmers derive from dairying.

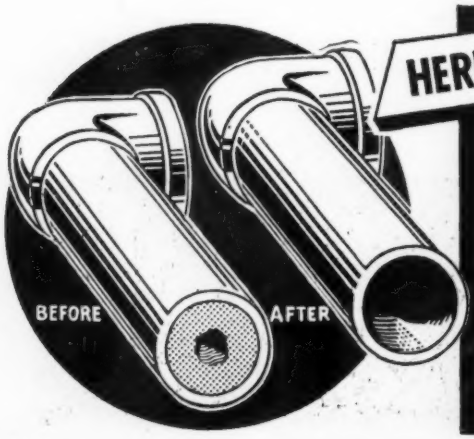
Various estimates have been made of the national income in the postwar period. Some authorities place their estimates near the wartime levels—$140 billion, $150, $175, and up. Others suggest a decline of national income to $120 billion and below. On the favorable side to the maintenance of a high level of income in the postwar is the large backlog of civilian demands which could not be filled during the war including the demand for more and better housing, automobiles, radios, and many other items. If we can assume that those who have estimated a high level of income are right, and that we shall approach that nebulous state called full employment, food production near wartime levels would be needed. Shifts in the types of foods produced would be required, but the dairy products, fresh fruits and vegetables, and the meat products would experience particularly favorable effects.

If on the contrary, those who forecast lower incomes are correct, and if reconversion of industrial plants after the war is slow and accompanied by much unemployment, the market opportunities for agricultural commodities including dairy products would be reduced greatly. Serious agricultural surpluses would develop in many lines.

It is also to be recognized that as wartime restrictions on consumers' goods of all kinds are removed, civilians will tend to spend more of their money on these goods and relatively less on food than they do at present. It is very probable that people will forego more and better food in favor of the purchase of a better car, more gasoline, better housing, and a wide range of other items when these become available. Also food demands do not cumulate as do the demands for durable consumer goods. These consumer reactions will tend to limit dairy market prospects and returns in the postwar period. It is quite probable that in the postwar we may experience relatively inflationary price conditions for non-food items. On the other hand, food prices may drift to lower levels, except as the price control program may put a floor under the decline.

Change-over in Processing Plants

Now let us review the statistical position of the dry milk industry and let us evaluate how this may affect its postwar prospects. All of you know that a large investment has been made in milk drying facilities during the war. In Minnesota



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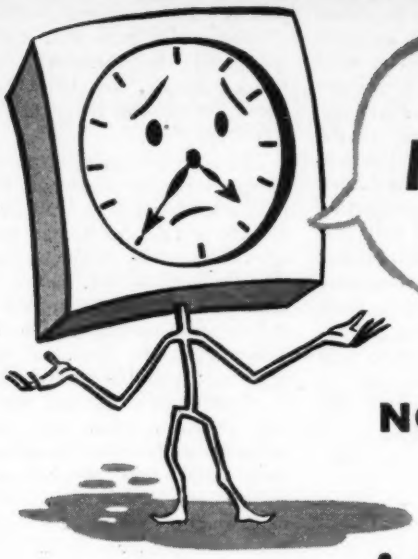

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EQUIPMENT FOR THE DAIRY INDUSTRY

the number of plants equipped to dry milk for human use has increased from about 20 plants in 1939 to 83 plants this year. With the animal feed driers the total plants in this state now number 113. Some of the additional human food driers represent conversions of plants which produced animal feeds before the war, but a considerable number represent new plants each involving an investment of $50,000 to several hundred thousand dollars.

An additional sizeable investment is involved in the scores of local creameries which have installed equipment to receive whole milk for drying in their own plants or for transfer to central drying plants. Early in 1939, about 40 Minnesota creameries were equipped for this purpose. By the flush season, this year (1945) about 300 of the state's 760 creameries will be equipped to handle whole milk. Each of these plants has an average investment of $10,000 to $30,000 in equipment and building changes for this purpose. This change in the dairy industry of the state is truly revolutionary. Tens of thousands of dairy farmers have a vital interest in the postwar prospects of these new dairy arrangements.

The growth of the dry milk industry in the state may also be measured by its hourly dried milk output. In 1940 the hourly dried milk output of the plants producing edible products in the state was 9,600 pounds. By midsummer of 1944 this has increased to approximately 56,000 pounds.

Still another picture of the growth of Minnesota's dry milk industry is shown in the annual production figures included in the accompanying table. The total production of all types of milk powder in the state increased from an average of 34.3 million pounds annually in the prewar period to an estimated 158 million pounds in 1944. With the added new facilities which will be in production in 1945, Minnesota's total dry milk output may reach 200 to 210 million pounds or about 6 times the prewar production. Of the total production expected in 1945, an estimated 170 to 180 million pounds will consist of edible dried whole milk and edible dried nonfat milk solids as compared with an average of 10.6 million pounds before the war. Dairy producers are vitally concerned as to how much of this increase can be maintained after the war.

DRY MILK PRODUCTION IN MINNESOTA AND THE UNITED STATES, 1935-1944

Year	Total Dried Milk* (millions of lbs.)	Edible Dried Whole and Dried Skim Milk
	Minnesota	
1936-'39 average	34.3	10.6
1943 "	124.5	95.3
1944** "	158.0	132.4
1945† "	200 to 210	170 to 180
	United States	
1935-'39 average	450	262
1943 "	727	643
1944** "	833	756

*Includes dried milks for human use and animal feed powders.
**Preliminary estimate.
†Forecast.

Increase in Dried Milk Production

The total United States production of dry milks reached 833 million pounds in 1944 as compared with a prewar average of 450 million pounds annually. In 1944, the total output of dried milks included 756 million pounds of edible products as compared with 262 million before the war, or an increase of about 500 million pounds. It is very probable that there will be a further large increase in the production of edible milk powders during 1945. For instance, in the past three months the production of edible nonfat dry milk solids exceeded the production in the corresponding months a year ago by 60 per cent. If the rate of increase for nonfat solids averages only 30 per cent for the year and if the whole milk and ice cream mix powders average 25 per cent over a year ago, the total output of edible products during 1945 will approach one billion pounds or about 700 million pounds over the prewar level.

The postwar marketing problem which hangs over your industry is that of finding outlets for 500 to 700 million pounds of milk powder for human use over and above what was produced and sold before the war. If this cannot be done, a difficult re-diversion of milk to other uses will become necessary. On the basis of information now available, it will probably be impossible for the home market to absorb this additional amount of edible products when war and postwar relief demands cease. Undoubtedly much more edible milk powder will be used than before the war, but at best, it may take years of educational work and promotion to increase annual sales by this amount. In the prewar years, the average annual rate of increase in the consumption of edible dry milks was about 16 million pounds. To accelerate this rate of increase, it is imperative to develop new uses for these products and to effect wider applications in old uses. What are the prospects and problems along this line?

Before the war, nearly all of the edible dry milk produced in the United States was used in the manufacture of commercial products. The manufacturers of bakery bread, ice cream, candy, sausages, and prepared food mixes were among the principal users. According to the U. S. Census of Manufactures, the baking industry used 170 millon pounds of dried milk in 1939. Before the war the use of dried milk in bread had gradually increased, but a little less than half of the bakers were using 6 per cent of dry milk in bread. Bakers had increased their use of milk in bread because it improved the nutritional qualities of their loaf and because it resulted in a loaf which tended to dry out less rapidly. It proved profitable to add the milk.

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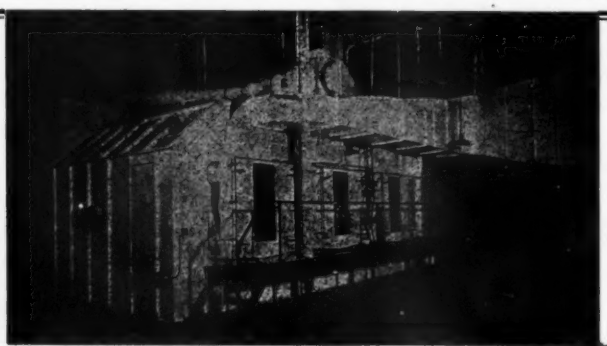

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Potential Dried Milk Markets

At one time during the war, it was proposed that the milk solid content of all bakery bread be raised to 6 per cent to improve the national nutrition. A federal order to that effect was drawn up and put into operation, but was withdrawn in a few months, because there was not enough milk powder for this purpose. Because of shortages the bakers who had used milk in bread reduced to a 4 per cent formula.

Dry milk producers are greatly interested in having the baking industry increase its use of dry milks after the war. The first step in this program wll be to get bakers who have been on a 4 per cent or reduced formula back on the 6 per cent basis. The second large step will be to get all bakers to use milk. If this program can be effected, the use of dried milk by this industry would more than double and would provide an outlet for an additional 200 million pounds of powder. There are apparent difficulties in effecting this change on a voluntary basis. The baking industry must be convinced that a larger use of milk in bread is advantageous from the standpoint of sales and profits. This in turn will depend upon the consumer's preference for bread enriched in this way. To bring about this reaction, the baking and dried milk industries face the problem of convincing the public that bread enriched with 6 per cent of milk solids is highly desirable from the nutritional and health viewpoint. This in turn will involve a long and costly program of consumer education and promotion. It is not likely to produce immediate results sufficiently large to carry the industry through the critical period shortly after the war. Reduced milk powder prices after the war will help in speeding a more general enrichment of bread with milk.

At best much initiative and effort will be required in order to win a wider acceptance of dry milks as an ingredient in various commercial products. In this program dry milk producers may to advantage place emphasis on the nutritional values of these products, their palatability, and their relatively low cost. There has been wide dissemination of nutrition information during the war. The industry should do its utmost to capitalize on this trend.

Greater Need for Research

What are the prospects of an increased use of dried milks in home baking, cooking, and for beverage purposes? Relatively little dry milk was used in the home before the war. There are huge potentialities in this market; but there are also some problems. Some of these problems are technical and do not come within my field of work. Many of these problems will be discussed by your dairy technologists in this short course. In this category we include the problems of preservation qualities of dry milks, texture, flavor, miscibility, and others. Much research has been directed to the solution of these problems by public and private agencies. There is great need for more research along these lines, because these products must possess unqualified technical merit if they are to be merchandised successfully in household markets.

Beside the technical problems there also are many difficult merchandising or marketing problems. How to win the housewive's acceptance of these products is among the most stubborn of these problems. To change cooking and baking habits to include the use of a new ingredient has never been easy. Similar sales resistance should be expected by your industry. Among the "musts" in your sales program are the development and popularization of tested recipes involving the use of dry milks. It should be pointed out that these products may be used in a multitude of ways, in creamed foods, in soups, gravies, meat loafs, breads, cakes, etc. It should be indicated that the product is easy to use in the home. In many foods, the dry product may be used directly without reconstituting. If the milk is desired in reconstituted form, the task is also relatively simple, but the problem of slow miscibility must be explained.

Price Differential Essential

In marketing dry milks the retail price of the product must be such that it will enable the consumer to make a worthwhile saving. The consumer is not likely to take a chance with a new product unless it does involve such a saving or possesses other advantages. It will be important to keep dry milk retail prices relatively low if low income markets are to be tapped and if a net increase in the use of milk is to be effected. By moving these products through regular grocery merchandising channels this objective may be gained since relatively high delivery costs may be avoided. Since dried milks are not being sold extensively on a retail basis, we cannot provide satisfactory retail price comparisons with fresh pasteurized milk. Recently some cursory price comparisons have been made indicating a 2c per quart price advantage in the use of reconstituted dried whole milk in certain markets. Price comparisons under present conditions quite probably do not reflect the retail price differentials which may be realized after the war. Because of unusual war demands and price incentives which were set up to encourage whole milk powder production, the prices of this product are unusually high at present. In contrast fluid milk prices have been held under a relatively low price ceiling during the war. Also it may be expected that if dry milks are distributed in retail markets in larger quantities than under present trials the per unit cost of handling may be reduced.

Indicative that savings should be possible in distributing dried milks is the considerable spread between the prices which Minnesota farmers receive for

(Please turn to Page 260)

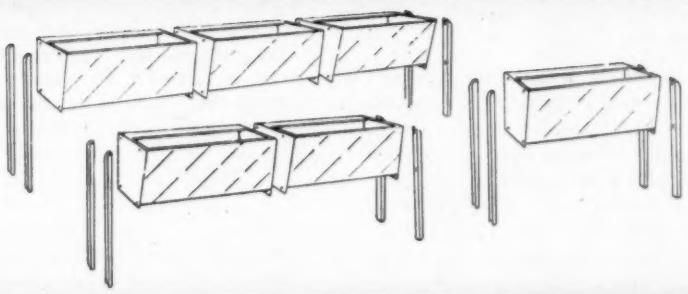
The GIRTON WASH TANK

WITH THE ADD-A-TANK FEATURE

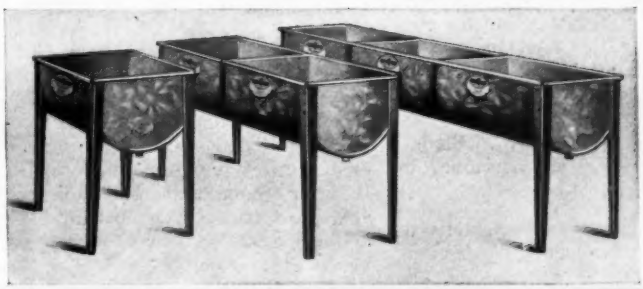
Choose your new Girton Wash Tank in the size you need. Select either a one, two or three compartment style. The dealer quickly assembles your tank from stock—giving you a custom tank at a new low price.

THE ADD-A-TANK PACKAGE UNIT IS MADE UP OF ONLY THREE BASIC SIZES

There are only 3 basic size tanks—24, 30 and 36 inches. These 3 sizes can be assembled into any combination of 19 different sizes, ranging from a single-compartment 24-inch tank up to a three-compartment 108-inch tank. The tanks come "knocked-down", giving a low freight rate. Assembling is a quick easy job. The dealer can assemble any size needed from a small inventory for quick delivery. The customer can add units as he needs them.



CHOOSE EITHER BOILERPLATE WASH TANKS OR ROUNDBOTTOM WASH TANKS



The Boilerplate Wash Tank, illustrated above, is made of ⅛-inch boilerplate steel, galvanized and electrically welded throughout. It is the aristocrat of wash tanks. The Roundbottom Tank on the left is the popular priced tank favored by so many dairies. They both come in the three sizes—24, 30 and 36 inches, ready for quick assembly into 19 different size combinations.

WRITE FOR CATALOG

GIRTON MANUFACTURING COMPANY

MILLVILLE, PENNSYLVANIA

Quality Determination of FLUID MILK

Professor S. T. Coulter, Division of Dairy Industry, University of Minnesota, Discusses Methods of Testing For Bacteria

QUESTION—We are going to start a quality program and expect to pay for milk on a quality basis. We are uncertain, however, as to which method to use in determining the bacterial quality of the milk. Some persons have told us to use the direct microscopic count and others say to use the methylene blue test. Which do you recommend?

Creameryman—Minnesota

ANSWER—Both tests are widely used in establishing the grades of milk. The direct microscopic test probably requires a somewhat higher degree of technical skill than the methylene blue test. The latter test, therefore, is frequently recommended for plants unable to employ a trained bacteriologist. The methylene blue test is, however, used in many large plants.

The direct microscopic method has two distinct advantages. A count can be made very rapidly, usually within 15 minutes. It might even be used, therefore, as a confirmation test of suspicious shipments on the receiving platform. Also if the films are examined only for the purpose of assigning the samples to certain grades a large number of samples can be classified in a short time. The other distinct advantage is that with the direct microscopic method different bacterial types and groupings may be identified thus making it possible to suggest the most probable cause of excessive numbers of organisms. In many instances it is possible to distinguish with a very fair degree of certainty among high counts due to dirty utensils, faulty cooling and udder infection. A copy of the latest edition of Standard Methods for the Examination of Dairy Products, published by the American Public Health Association, New York, N. Y., should be made available to every technician engaged in the bacteriological examination of milk. Reproductions of photographs showing typical microscopic fields can be found in this book.

Limitation of Direct Count

The chief limitation of the direct microscopic count is that it is not particularly effective in classifying milk of low bacterial counts. Only about $\frac{1}{500,000}$ of a ml. of the sample can be seen and examined in any one field of the microscope. For milk having a count of 10,000 per ml., therefore only 1 bacterium would be found in 50 fields. The method is not applicable, therefore, for dairies wishing to pay a premium for very high quality milk. One plant with which I am familiar pays a premium for milk having a count not exceeding 25,000 per ml. They have found the standard plate count the most suitable for this purpose. This method requires rather elaborate equipment and the supervision of a trained bacteriologist, and until the quality of most of our milk supplies is improved considerably would offer no advantages as a method of establishing grades over the direct microscopic count or methylene blue test.

The methylene blue test is indirectly a quantitative index of the bacterial content of the milk at the start of incubation. The test is based on the disappearance of the color imparted to the milk by a small quantity of a reversibly reducible dye, methylene blue. The loss of color of the methylene blue in the incubated milk is believed to be a result of the consumption of the dissolved oxygen by growing bacteria. The test is very simple, but is more or less empirical so should be made strictly according to the procedure described in "Standard Methods." The principal sources of inaccuracy in the test are thought to be:

1. The inability of some bacteria to grow in milk at the incubation temperature 37 deg. C. (98.6 deg. F.).
2. Difference in the oxygen consuming rates of different species of bacteria.
3. Bacteria being swept out of the milk into the cream layer by the rising butterfat.

Classification by Reduction Time

Various clasifications of milk based on the reduction time have been proposed. The one suggested by "Standard Methods" is as follows:

Class 1—Excellent, not decolorized in 8 hours.

Class 2—Good, decolorized in 8 hours but not less than 6 hours.

Class 3—Fair, decolorized in 6 hours but not less than 2 hours.

Class 4—Poor, decolorized in less than 2 hours.

The test does not give an accurate count of the number of bacteria in milk nor does it afford much differentiation as to the types of bacteria present; nevertheless, it is a very practical method of classifying milk according to bacterial quality. It is widely used and has been very effective in improving the milk supply in many markets. I believe it is the preferable method for plants unable to secure the services of a trained bacteriologist.

Buy U. S. War Bonds

JOHN L. GILMORE APPOINTED

New Branch Engineer of Cherry-Burrell's Cincinnati Office

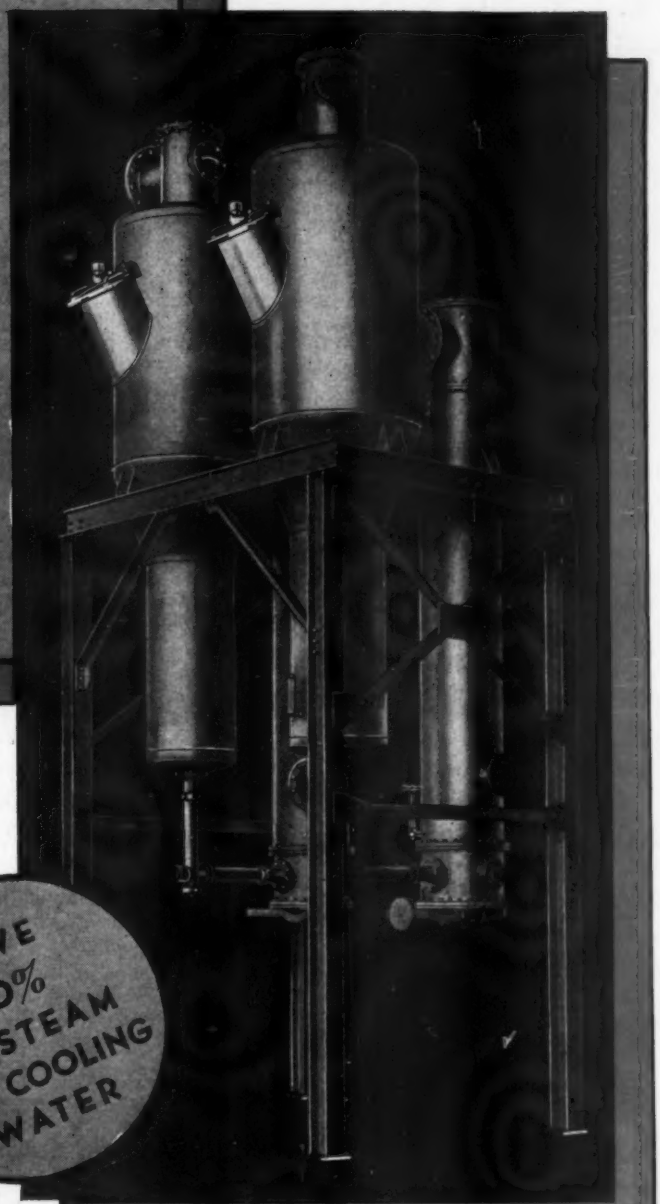
John L. Gilmore, formerly sales coordinator in the factory sales department of the Cedar Rapids, Iowa, plant of Cherry-Burrell Corporation, was recently appointed branch engineer at the corporation's Cincinnati office. He is succeeded at Cedar Rapids by Harry Good, factory sales correspondent, a veteran of 31 years with the organization.

J. L. Gilmore

Mr. Gilmore has spent his entire business life with the Cherry-Burrell organization. After his graduation from the Dairy Department of the University of California at Davis in 1926, he earned his Masters Degree in Dairy Manufacturing and Dairy Chemistry at Iowa State College. Upon joining the J. G. Cherry Company in 1927 he spent a short time in the sales department, specializing in ice cream equipment. After the formation of Cherry-Burrell Corporation he assisted in the development of the Vogt Instant Freezer and helped to install many of the first machines produced.

Mr. Good has been with the Cedar Rapids organization of Cherry-Burrell since 1914. His many years of experience in the work of handling sales, repairs and shipments makes him the logical man to handle the important work of factory sales co-ordinator at Cedar Rapids.

CUT PRODUCTION COSTS *with a* Buflovak Double Effect MILK EVAPORATOR



BUFLOVAK Double Effect Milk Evaporators combine maximum production of high quality evaporated milk products with low operating and maintenance costs.

For economical operation and INCREASED PROFIT

INVEST IN A BUFLOVAK

Send for Milk Evaporator Bulletin No. 329

SAVE 50% IN STEAM AND COOLING WATER

BUFLOVAK EQUIPMENT DIVISION
OF BLAW KNOX COMPANY
1627 FILLMORE AVE. BUFFALO 11, N. Y.

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Progressive Policies BUILD Country Club Dairy

Producer-Distributor Combine in 1928 Results in One of Largest Milk Distributing Firms in Kansas City in '45—All Officers Had Farm Background

Artistic Front of Country Club Dairy in Kansas City, Mo.

JOCULARLY termed "hayrakers" by some of their more important competitors in 1928, the organizers of the County Club Dairy have since that time developed a milk distributing business in Kansas City that now ranks among the five leading firms of its kind in that market. One of the principle reasons at the time for the operators of the new enterprise being considered so lightly as competitors was due to the fact that practically all of the principals in the newly formed organization were dairy farmers who had grown into the category of producers-distributors with their own routes.

Pooling their resources, milk supply, and equipment the following organizers made up the first executive personnel of the company: J. V. Quigley; C. A. Peterson, now president of the firm; F. T. Wood, vice-president; J. K. Wood, treasurer; C. B. Quigley, secretary; Vincent Crimmins, director. J. V. Quigley served as president from the time the company was organized until about two years ago when he resigned to direct the operations of the Chapman Dairy business in Kansas City, a National Dairy Products Corporation subsidiary. All of the original founders, with the exception of J. V. Quigley, continue active in the company's operations.

When Mr. Crimmins was visited recently in his office at the dairy he stated that the Country Club Dairy was one of the first in that territory to adopt the use of the new type square bottle, 100 per cent, on all of their 48 retail and wholesale routes. As to consumer reaction to the new style container Mr. Crimmins stated, "From past experiences that we have had in introducing new features to the milk distributing business we expected about 90 per cent favorable reception. Actually, the new bottle was introduced with practically 100 per cent favorable acceptance. It is one innovation introduced in the milk business that has practically no objectionable features from any standpoint."

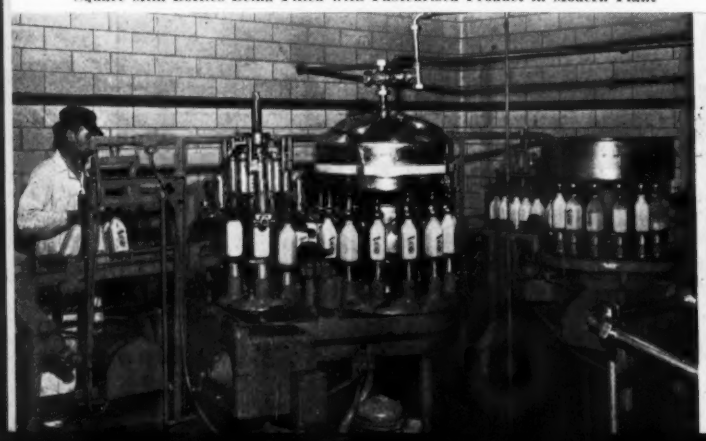
C. A. Peterson, President

The experience of the Country Club Dairy corroborates that of many other dairies now using the the new square bottles for milk packaging.

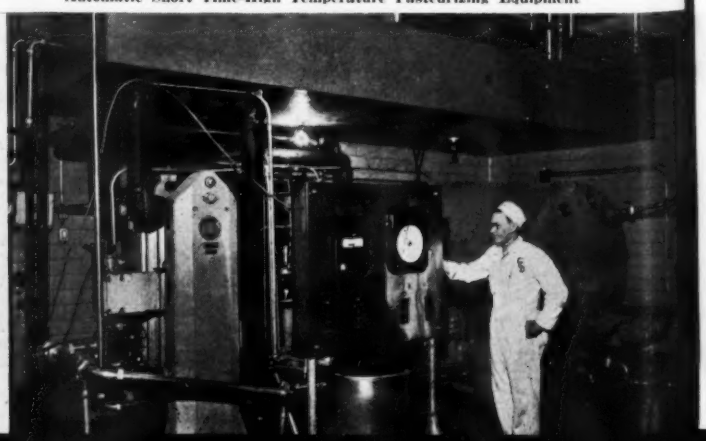
The manner in which square bottles were introduced by this milk firm differed materially from the methods usually employed when square bottles are first used for special grades of milk only and later to be used for all grades. Country Club Dairy made the change-over 100 per cent all at one time. On this point Mr. Crimmins said, "When we planned to go to the square bottle we decided to change over 100 per cent all at one time. By doing this we believe we avoided much confusion in our operations and also avoided the extra work of bottle sorting." By making the complete change at one time the necessity of adjusting equipment repeatedly was also avoided.

When asked for his ideas about some of the wartime developments in the milk distributing business, Mr. Crimmins expressed the opinion that premium grades of milk, such as homogenized-Vitamin D, Certified and Grade A, will be continued in the post-war period. Consumers, he stated, have become educated to different milk grades and a very substantial percentage will always be willing to pay a premium price for special grades. In regard to continuance of every-other-day deliveries, Mr. Crimmins is convinced that the restricted service will continue post-war. Every-other-day service has gained public acceptance, stated this milk executive, and the milk buying public will want it to be continued. Drivers also favor the new schedule of service

Square Milk Bottles Being Filled with Pasteurized Product in Modern Plant



Automatic Short Time-High Temperature Pasteurizing Equipment

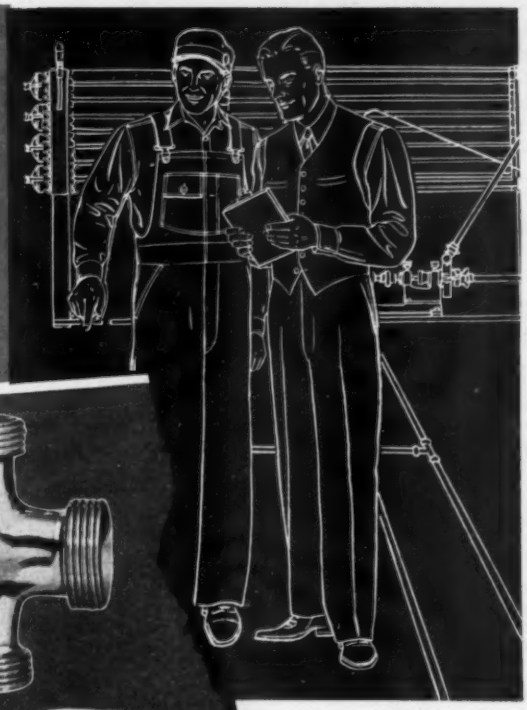


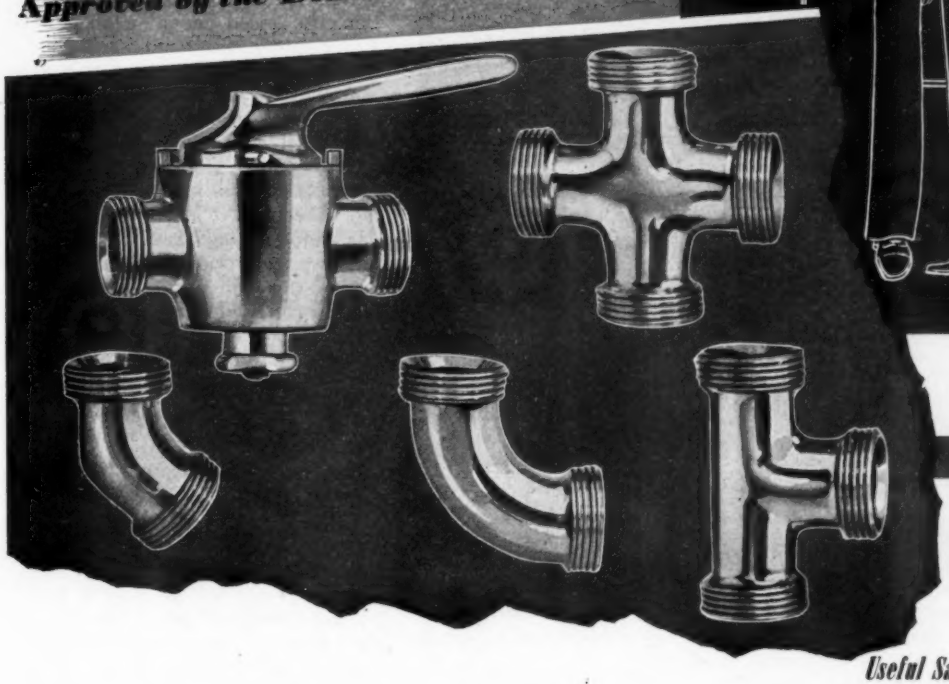
Specialty Brass

SANITARY FITTINGS and VALVES

a dependable economical line

Approved by the DAIRY INDUSTRY





SPECIALTY BRASS COMPANY is known to superintendents, managers, production men and their maintenance workers throughout the dairy world for precision built sanitary fittings and valves. This recognized standing is an achievement of merit—worth-while recognition that has come from manufacturing a complete line of every standard type of I. A. M. D. fittings and valves approved for dairy use. We have sanitary fittings available in the recessed and recessless styles, and with forty-five degree ground joint metal seats or with I. A. M. D. gasket seats.

Can be supplied in stainless steel and nickel alloy.

Useful Sanitary Fitting Information

Send for helpful pointers in making sanitary installations — Standard Sanitary Fitting Bulletin B-2-F . . . answers questions relative to connections or improvements you may be planning where standard fittings or valves may be needed. Our engineers will help too—be glad to give prompt attention to your inquiry. Let us know what your requirements are.

SPECIALTY BRASS COMPANY KENOSHA, WISCONSIN

Known All Over the World for Cost-Reducing Equipment

because it shortens their working hours and increases their earnings over what they earned under the daily delivery system.

Homogenized-Vitamin D sales continue to show steady gains with the Country Club Dairy. While no special drives have been put on to stimulate the sale of this premium milk the daily output amounts roughly to 30 per cent of total fluid sales.

Fountain and Retail Stores for Customer Convenience in Residential Area

While this milk distributing firm does not go in for lavish advertising it does, however, follow a regular, consistent program. Advertising is confined to the Sunday editions of the Kansas City newspapers, single column, eight inches. The same general pattern and theme of quality and service with an illustration is featured in each advertisement.

Mr. Crimmins has his office located directly adjacent to the drivers' check-in room. In such close proximity he works intimately with the drivers in solving their problems. This policy is responsible for the harmonious relationship that exists between the drivers and Country Club Dairy, resulting in an enviable record for low rate of labor turnover.

The Country Club Dairy has continuously pursued the policy of installing the latest type equipment for the processing of the finest quality product. Ever since the firm was organized in 1928 old equipment has been taken out and replaced with equipment that would either perform an operation in less time with greater efficiency or would make possible a better grade of milk or cream. One of the company's latest improvements was the installation of short time-high temperature pasteurizing equipment that is becoming so increasingly popular during recent years.

Being located in a residential section of Kansas City this dairy capitalizes on this advantage by having a fully equipped fountain and retail store. Bottled products and by-products are sold retail from refrigerated show cases in addition to fountain refreshments. Chairs are supplied for the comfort of fountain customers.

While the foregoing relates only to a small fraction of Country Club Dairy's interesting activities, it does give an insight into the company's operations that have taken it out of the "hayraker" class into the circle of Kansas City's leading milk distributors.

NEW MILK ORDER ISSUED

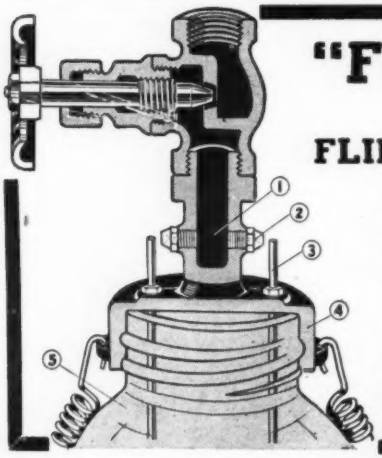
Washington, D. C.—War Food Administration, with approval of William H. Davis, Director of Economic Stabilization, has issued an order, effective July 1, regulating milk handling in the Dayton-Springfield, Ohio, marketing area.

Applicable to Dayton, Springfield and Oakwood, Ohio, and their suburbs, the order will establish 3 classes for milk, including fluid milk and fluid milk by-products as Class I, fluid cream and cottage cheese as Class II, and all other dairy products as Class III. It also will establish class prices to producers based on the value of milk for manufacturing purposes; provide for separation of butterfat and skim milk for classification and pricing, and establish a market wide pool for distributing producer returns.

FOOD CHAINS AND WAR BONDS

Washington, D. C.—On the basis of preliminary reports, John A. Logan, president of the National Association of Food Chains, predicted satisfactory results for the 7th War Loan campaign recently completed by 25,000 stores in 150 food chains. Many chains indicated that it has been their most successful war bond promotion.

The effectiveness of the drive was due in great part to the integrated coordination between top management and the more than 240,000 food chain employees, Logan added. Many chains devoted more than 25 per cent of their total advertising and promotional budgets in all media to war bonds.



"FUMERAL" POWER SPRAYERS

INSTANT DESTRUCTION OF

FLIES—ROACHES AND ALL OTHER INSECTS

(1) Operated by factory steam or air pressure. (2) Four Fumeral pressure nozzles which account for Fumeral's well-known efficiency and economy. (3) Removable liquid tubes, easy to clean and to adjust. (4) Solid bronze casting of simple construction.—Safety screw thread. — High-grade needle value. (5) No pressure is applied to the standard sanitary glass jar of half gallon capacity. — Write for details.

Pat. Sept., 1934—Aug., 1938

CATALOGUED AND SOLD SINCE 1932 BY THE LEADING DAIRY JOBBERS FROM COAST TO COAST AND HIGHLY RECOMMENDED BY INSECTICIDE MANUFACTURERS—YOUR GUARANTEE OF DEPENDABILITY AND QUALITY.

FUMERAL COMPANY — RACINE, WIS.

VINCENT NAMED DIRECTOR

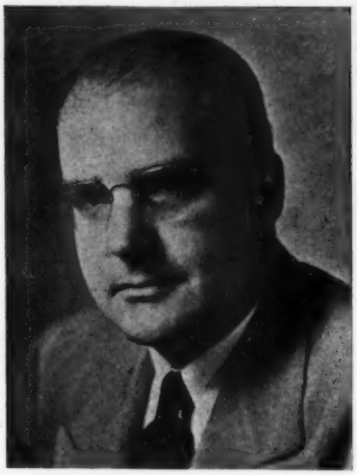
Mathieson Alkali Works Advances Key Officials

G. P. Vincent, manager of the sales development and technical service department of The Mathieson Alkali Works, has been appointed to the newly created position of technical director. In addition to his former duties, he will direct research and technical development and advise on technical matters concerning plant operation. In these latter capacities, he succeeds R. E. Gage, who was director of research and development for Mathieson for fourteen years and has now been appointed technical advisor of the company. These appointments were announced by G. W. Dolan, president of Mathieson.

A native of Cleveland, Dr. Vincent graduated from Hiram College and Cornell University, where he majored in physical chemistry, inorganic chemistry and industrial engineering, and received the degrees of M. S. and Ph.D. He joined the Mathieson organization in 1930.

Mr. Gage, as Technical Advisor for Mathieson, will cooperate with the Technical Director in various lines of research and development.

He is a native of Palmer, Mass., and a graduate of the Massachusetts Institute of Technology, where he majored in



G. P. Vincent

chemistry and chemical engineering. He joined the Mathieson organization as chief chemist in 1916.

REPLACE MACHINERY

Stamford, N. Y.—The machinery of the bottling department of the Sheffield Farms Creamery here was replaced recently.

GRANTS DAIRY CHARTER

Richmond, Va.—Curles Neck Dairy, Inc., of Richmond, was issued a charter by the State Corporation Commission May 26 to produce, purchase and process milk and milk products for sale.

F. E. Watkins, of South Hill, is president of the new concern. A. H. Hechler, of Highland Springs, is vice-president, and P. F. Pollard, of Richmond, is secretary-treasurer.

The corporation's maximum capital is $150,000; its real estate holdings are limited to 500,000 acres.

BUFFALO FOUNDRY PURCHASED

Pittsburgh, Pa.—The plant, inventory and uncompleted contracts of the Buffalo Foundry & Machine Company, of Buffalo, have been purchased by the Blaw-Knox Company, a Pittsburgh engineering and steel fabricating concern. The newly acquired property will be known as the Buflovak Division of the Blaw-Knox Company. No changes will be made in either management or personnel. Announcement of the change was officially made last month.

Steamboat Springs, Colo.—The Coors Milk Plant is now occupying its handsome new building on Eighth St. and Yamp Ave.

STAINLESS STEEL
MILK STORAGE TANKS
for Safe, Clean Storage

STAINLESS STEEL MILK STORAGE TANKS FOR SAFE, CLEAN STORAGE—

METAL-GLASS PRODUCTS COMPANY has designed these Stainless Steel Storage Tanks — especially for the dairy industry. Their engineers have consulted with large and small producers — and drawn on their own experience — in order to develop this tank that incorporates every modern and practical feature. They are the most modern development in tanks for your milk storage problems.

FULLY INSULATED—BUILT TO SERVE LARGE OR SMALL DAIRIES EFFICIENTLY—

Efficient insulation is provided by a layer of the highest quality cork board between the Stainless Steel Tank and the outer jacket. This insulating material is completely sealed against moisture and provides perfect insulation against any temperature changes. Regardless of the size of your plant one of these tanks will simplify your milk storage problems.

Made in 6 sizes—up to 3,000 gallons. Write for LITERATURE and PRICES.

METAL-GLASS PRODUCTS CO. Dept. D. B. **Belding, Mich.**

Mission Dairy Orange Is made From Grove-Fresh Oranges

Only selected sun-ripened Valencia oranges are used for making Mission Dairy Orange. It produces a delicious real fruit orangeade that keeps customers satisfied and builds repeat business. Join the increasing list of leading dairies using Mission Dairy Orange. Order YOURS today.

MISSION DRY CORPORATION
5001 SO. SOTO ST., LOS ANGELES - - 105 HUDSON ST., NEW YORK 13
510 NO. DEARBORN ST., CHICAGO 10

DIFCO

Ingredients of
Tryptone Glucose Extract Milk Agar

Bacto-Tryptone is recommended in "Standard Methods for the Examination of Dairy Products" of the American Public Health Association as an ingredient of the tryptone glucose extract milk agar used for plate counts of milk. This peptone is particularly suitable for the nutritional requirements of bacteria found in dairy products.

Bacto-Beef Extract is also approved in "Standard Methods" for preparation of the medium used for plate counts of bacteria in milk. In the concentration employed Bacto-Beef Extract has a reaction of pH 6.8.

Bacto-Skim Milk is recommended as a standardized skim milk to be added to the medium when dilutions of milk greater than 1 to 10 are plated.

DIFCO LABORATORIES
INCORPORATED
DETROIT 1, MICHIGAN

Precautions With "Avoset" Cream

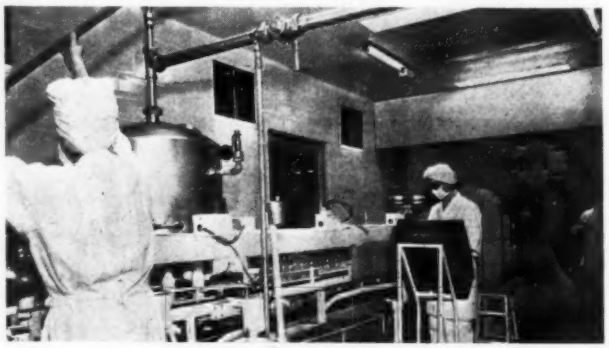
Sterilizing Procedure Keeps Fluid Processed Cream Fresh — Ultraviolet Lamps Aid in Preventing Contamination

FOLLOWING considerable research and development work, a relatively new sterilizing method of preparing fluid food products is being used in processed table and whipping cream, presently being shipped in large quantities to the armed forces oversea. Recent reports indicate that this processed cream can be kept for longer than a year at room temperatures, and still retain its original qualities of freshness, non-coagulation and flavor.

Dr. Frank T. Donaldson, head of the research and control laboratories for the California Milk Products Company at Gustine, California, shown observing the bottles undergoing the "transportation" test.

Prior to processing a small amount of vegetable stabilizer, one-fourth of one per cent or less by weight, is added to sweet, fresh cream. The function of the stabilizer is to keep the milk solids in suspension in the finished product during storage or long transportation.

The mixture is preheated and sterilized at temperatures varying between 260 and 280 degrees, Fahrenheit, then cooled rapidly and passed into practically sterile holding tanks. From the holding tanks, it is piped to the bottling room as needed.



Electrically cleaned air and bacteria-killing ultraviolet rays protect the purity of Avoset processed cream in bottling room at the Gustine, California, plant of the California Milk Products Company.

The entire cycle from separation room to storage tanks takes about four minutes. In the batch pasteurization process, a cycle of about 30 minutes is required.

Among the most critical in the entire process is bottling and capping. In the bottling room, germ-killing ultraviolet radiations of Westinghouse Sterilamps guard against air-borne bacteria. Operators wear clean, sterilized white uniforms, gloves and masks. Bottles and caps are sterilized by steam at 275 degrees for one-half hour in a large retort, then are

placed on the conveyor belt which takes them through a standard bottle filling machine, through the capper, and out to the labeling and case filling operations. Sterilamps protect the bottles and caps from the moment they leave the sterilizer.

Bacteria-killing ultraviolet lamp on the ceiling of this change room through which workers must pass before going on shift in the air conditioned bottling room.

Air which enters the bottling room is scientifically cleaned and conditioned. Atmospheric air is drawn through a bank of mechanical filters, water washers, and a Westinghouse Precipitron. This device removes particles of dirt as small as 1/250,000 of an inch by electrostatic means. The cleaned, washed air is brought to the desired temperature and humidity, then passed to the bottling room. Sterilamps in the air duct provide a further precaution against bacterial contamination.

After bottling and capping, each day's production is stored for six days while extensive laboratory tests are made on random selected samples. In the laboratory, some of the bottles are incubated at 100 degrees F. to speed up possible bacterial action, then are tested. Other test bottles undergo a transportation examination. This test runs continuously for five days. At the end of that time the cream is inspected for churning action.

The laboratory also checks the butterfat content to be certain that the processed cream is up to the required standard.

New Borden Cheese Plant

Operations started July 1 at the Borden Company's new $70,000 cheddar cheese plant at Carthage, Tenn. Reputed as Tennessee's most modern cheese factory, it will provide a market for as much as 50,000 lbs. of high quality milk daily.

Cheese manufactured here will be distributed to civilian markets in Tennessee, Alabama, Georgia, Mississippi, Florida, Louisiana and the Carolinas.

The plant is a one-story structure of brick and tile trim, with a floor area of 6,400 square feet. Although this is its first cheese plant in Tennessee, the company operates plants of other types at Lewisburg, Columbia, Fayetteville, Pulaski, Shelbyville and Nashville, and has been active in developing dairying in the state.

Yami Yogurt Expansion

Latest advices from the offices of Yami Yogurt Products Company, Beverly Hills, Calif., are to the effect that many representative dairies in different parts of the country have signed up for the distribution of Yami Yogurt and will break their sales campaigns this summer and fall.

Richard Tille, president of the company, plans to leave soon for the East to aid and supervise the opening of these campaigns.

WE

Are Offering a Complete and Improved Line of Automatic Oil and Gas Fired Steam and Hot Water Generators known as

THE AMESTEAM GENERATOR

The Design and Construction is the result of Experience gained through the manufacture by us of thousands of Automatic Oil and Gas Fired Units operating in all parts of the world, plus—

100 Years

of Boiler Building Experience in all types of Boilers.

Consult our Engineers about your Boiler Problems and Requirements.

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AMES IRON WORKS

OSWEGO, N. Y.

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Hey Mister ..
HOW ABOUT BOTTLE CAPS?

"TOPS-ALL"
URGES YOU TO
CARRY A
60-DAY
SUPPLY

Because of uncertain labor conditions, slow shipping service and doubtful availability of materials we URGE YOU to be well protected on caps. Don't run into bottle cap snags ... depend on "TOPS-ALL" by placing standing orders with your *favorite jobber* for shipment every 30, 60, 90 days.

ROBERT S. LEONARD CO.
3 FACTORIES
MINNEAPOLIS KANSAS CITY, MO. DALLAS

A HARD HITTING
"softie"
FOR CRAFTSMEN

MIGHTY BUT GENTLE—NUPLA HAMMER uses a *new plastic discovery* called "Flex-O-Cryst," a semi-soft flexile material that HEALS ITSELF when dented or deformed.
NUPLA Hammer hits hard effective blows without cutting or damaging delicate parts or finishes. *More durable than rawhide* because it does not curl or permanently deform. *Unlike rubber,* will not rebound: not affected by oil or gasoline. Will not support combustion or explode. Will not chip or crack.
Every skilled craftsman wants and needs a Nupla Hammer.
3 sizes and 7 weights
SOLD AT HARDWARE STORES EVERYWHERE; write for name of local dealer.
NEW PLASTIC CORPORATION
1017 N. Sycamore Los Angeles 38, Cal.

MIGHTY *but Gentle* NUPLA PLASTIC HAMMERS

Special Ultraviolet Lamps Kill Air-Borne Bacteria*

(By L. B. Veloz, Sterilamp Specialist, Westinghouse Lamp Division, New York)

IN THE DAIRY INDUSTRY there are several excellent applications for Sterilamps as this is a business where sanitation pays off. In the maturnity and cow barns, these lamps materially reduce the number of bacteria and viruses in the air, thereby minimizing the chance of respiratory cross infection and in so doing, assure more healthful conditions in the barn.

Equally as important is the control of air-borne bacteria in the milking room. It is here that organisms settling out of the air come in contact with the milk and milk pails forming a large part of the initial contamination. A few ceiling

Ultraviolet radiations from Sterilamps reduce the bacteria count in milk room and a portable unit is used to sanitize the interior of the milk cans.

mounted lamps are all that are needed to relieve this condition. Pretty much the same condition holds true in the utensil storage rooms; here equipment and utensils after being washed and sterilized are stored till the next milking time. One Sterilamp in the average small room will permit virtual sterile storage of the milking equipment. Another application is milk can sterilization. To do this take two of the standard fixtures and bolt them together back to back and a practical, efficient and portable milk can sterilizer results. Insert this unit in the milk can for a few minutes and the sterilizing job is done.

Application in Milk Plant

In milk processing plants Sterilamps should be used as an aid to bacteria control in the pasteurizing room and over the bottle conveyor; and where butter churning is done, this area should be included. A great deal of research has been done and is now being pursued further on pasteurizing milk with ultra-violet, but to date no practical solution has been developed. Ultra-violet radiations have extremely limited penetration through material as opaque as milk. The intensity required to sterilize may be sufficient to cause the deterioration of the fats and proteins resulting in an off-taste.

There are many out of the ordinary applications of Steri-

*Paper before Third Wartime Conference of the North Atlantic Section, American Society of Agricultural Engineers in New York.

lamps in almost all industries. One such is in the milk processing plant in Gustine, Cal., where, due to a secret pasteurizing process, they state their cream after bottling can be held at room temperature for more than a year.

Another dairy application is in the cheese plants. Here, as in the manufacture of the wonder drug penicillin, specific results depend on one particular organism. During the aging and storage, Sterilamps will protect the cheese against any unwanted molds which might affect its proper aging or give it an off-taste. Incidentally, most of the penicillin factories are Sterilamp equipped.

There is a possibility of a good application in pig barns since pigs are subject to respiratory infection. Sterilamps, being able to destroy the organisms responsible for these infections, can therefore do a good job.

Refrigerated food storage plants, both large and small, make a good application for here the problem of food preservation is involved, and since this is largely a matter of bacteria control, Sterilamps can be a valuable aid. Experience with this type of application goes back five or six years and covers almost every conceivable type of food. How generally this application has been accepted is best illustrated by the fact that one large chain has over 1,500 of its meat and grocery stores equipped.

In locker plants the problem and solution is the same as in storage coolers. Sterilamps should be installed in the receiving, processing and aging rooms, and while there are several hundred plants so equipped, this application has not received the attention it deserves for it is obvious that the better the condition of the meat before it is frozen, the better it will be at the time of use.

For Sterilization of Water

An entirely different type of problem is that of water sterilization. Since clear water transmits in excess of 50 per cent of the ultraviolet radiations to a depth of 6 inches, large quantities of water can be sterilized in relatively short times. The most practical method of doing this is to build a shallow trough with lamps located two or three inches above it. Water passing under the lamp at a given rate of flow would be virtually, if not actually sterilized. As water from different sources varies widely in transmission, it is essential, to have tests made before making an installation. The needs for pure water on a farm, in addition to that for drinking purposes, are numerous. As an illustration, west coast farmers prior to packing their vegetables are now washing and cooling them with refrigerated water. Because of the large quantities of water involved, it is impractical from an economical standpoint to use all fresh water. Any attempt to filter and recirculate resulted in trouble for in a few minutes the bacteria count of the water was so high that it was dangerous. The solution was found in a half-dozen Sterilamps over a simple trough. The water can now becirculated many times before discarding.

Sterilamps are also going to move into the home for the protection of the farmer and his family. It is obvious that, if the bacteria count in the air can be reduced and in that way a more healthful environment for the farm stock created, the same should hold true for human beings for they too are susceptible to respiratory infection. Consequently, Westinghouse has developed a shielded type of unit for use in homes and schools. This is a portable plug-in device that needs merely be hung on the wall at about a six-foot level. Tests have been conducted by various agencies over the past several years and have shown remarkable results. A report published this year on the results in six Pennsylvania schools showed a reduction of from fifty to seventy per cent in measles, mumps, and other children's diseases in those rooms using ultra-violet. Many more experiments are now in progress and in the next year or two a great deal of additional information will be available on this subject.

Photo by Black Box Studios.

Lightning-quick. Just the time it requires for milk to flow top-to-bottom cools it to the safety spot. Very efficient — every drop of the cooling water must run entire width at every turn. Built to endure.

Milk is First—

COOKIES last—for this little Miss. And O. & B. PURITY Gregory Coolers will help the flavor and sweetness of her milk.

You can't have your milk cooled too quickly after it leaves the cow. A very few moments' delay make a whale of a difference in bacteria count — and, incidentally, in the selling pep of the product you deliver to your customers.

Yes, we have a full line of quality coolers, built for your needs. Write for literature.

OAKES & BURGER CO., INC.

Milk Handling Machinery and Supplies

Cattaraugus, N.Y.-Youngstown, O., U.S.A.

EST. 1873 - MORE THAN SEVENTY YEARS OF HONEST EQUIPMENT

Every MILK PLANT Needs SUPER STRENGTH

DEODORIZED

FLY-TOX

Kills MORE Flies and Roaches!

- EXTRA KILLING POWER
- SAFE TO USE
- LEAVES NO ODOR
- LESS REQUIRED

ORDER NOW—SUPPLY LIMITED

Super Strength Deodorized FLY-TOX is made especially for use where food products are made or sold. It is available through Dairy Supply Jobbers and Drug, Grocery and Hardware Wholesalers. 1-gal. cans, 5-gal. drums and 55-gal. drums. If your nearest wholesaler does not have *Super Strength* Deodorized FLY-TOX, write us and we will see that you are supplied. Better order now. Only limited supplies available.

Rex Research Corporation
Toledo 7, Ohio

Borden Award Winners

Gold Medals and $1,000 to Drs. G. M. Trout and G. W. Salisbury Through American Dairy Science Assn.

Borden Awards, the highest honor for outstanding research in dairy science, were conferred June 12 on Dr. George Malcolm Trout, research professor of dairy manufacturing at Michigan State College, and Dr. Glen W. Salisbury, professor of animal husbandry at Cornell University.

The awards—a gold medal and $1,000 to each recipient—were presented at Columbus Ohio, by L. A. Bletzer of The Borden Company at the annual meeting of the executive committee of the American Dairy Science Association. The

Dr. G. W. Salisbury L. A. Bletzer Dr. G. M. Trout

association has nominated Dr. Trout for his studies in dairy manufacturing and Dr. Salisbury for his research in dairy cattle breeding.

Dr. Trout's best known contributions have been on the effect of homogenization on quality and flavor of milk and in the factors influencing the stability, quality and flavor of frozen sweet cream. He is the author or co-author of many dairy science bulletins and a text book on judging dairy products.

Dr. Salisbury has done wide research on the feeding of dairy cattle as well as in scientific breeding. He is the author or co-author of numerous scientific articles on these subjects.

The awards were established by the Borden Company in 1936 to recognize outstanding achievement and encourage research in the food industry and related fields.

Data on Square Milk Bottles

First Commercial Usage Dates Back to 1940 by the Alexandria Dairy Products Company

Commenting upon an article in a recent issue of the "Review", W. A. Seger, sales manager of the Buck Glass Company in Baltimore, Md., supplies some interesting data on the inception and early usage of square milk bottles. Due to the steadily expanding usage of this relatively new type of milk container the "Review" is pleased to print herewith the full text of Mr. Seger's letter.

Editors of the "American Milk Review"—"The May issue of the 'American Milk Review' has just reached us, and I have read with interest your story of the experience of the Babcock Dairy of Toledo, Ohio with Square bottles.

"You mention that 'little has been said or written about how these advantages may be translated into terms of increased sales'.

Preferred By Farm Families

—All over America

Farmers know a good milk can when they see it. They know that the name SOLAR on the handle means lasting satisfaction and low cost per trip. For 8 generations, dairy farmers have used SOLAR-STURGES cans to store and transport high quality milk and cream economically.

Farmers respect the good judgment of the plant operators who supply them with SOLAR-STURGES cans.

These bright, shining containers encourage the production of a tastier, sweeter and more palatable product. And the result is larger incomes for their owners.

SOLAR-STURGES MFG. CO.
Melrose Park, Illinois

"In the interest of keeping the records straight, we would like you to know that we designed the first Square milk bottles and manufactured them in time for their display at the Atlantic City meeting in 1940. The first regular commercial use of these bottles dates back to October, 1940, when they were introduced by Alexandria Dairy Products Co. of Alexandria, Va. A few months thereafter, the second installation was made at Farmers Creamery Co., Inc. in Fredericksburg, Va., and we feel sure you will be interested in letters from M. H. Burchell and Claude Parcell respectively, of those two companies commenting on their experience from the standpoint of increasing their sales through the use of our square bottles which receive not only customer acceptance but a very definite customer preference. Reproductions of these letters are included with the other literature in the enclosed folder which we assembled and distributed early in 1941, and we call your attention particularly to the dates on them.

"We agree wholeheartedly with your comment that the square bottles are a sales builder for the dairies, but we feel sure that you will be interested in our recognition of this fact several years before this type of bottle was made by other manufacturers. Patent rights on the original Square milk bottle are held by Royden A. Blunt, Vice-President of the Buck Glass Co., but to make the bottles generally available to the whole dairy industry, we have been glad to cooperate with other manufacturers to enable them to produce them."

Creamery Package Honored

National Association of Manufacturers Awards Firm as Fifty Year Founder Member

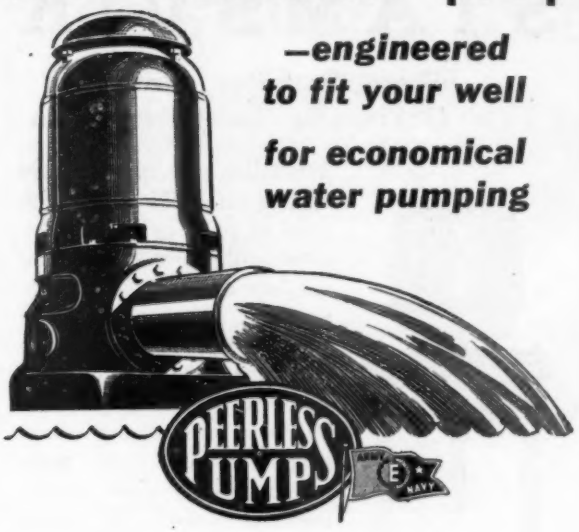
George E. Wallis, president and general manager of The Creamery Package Mfg. Company, received a charter membership scroll on behalf of his company from Ira Mosher, president of the National Association of Manufacturers, at special ceremonies held in Chicago recently.

George E. Wallis Ira Mosher

Creamery Package was one of 360 honored members who fifty years ago met in Cincinnati to form the National Association of Manufacturers. Tody the N.A.M. has a membership of over 13,000 companies.

The scroll inscription reads: "In recognition of its outstanding contribution to American industrial progress evidenced by its long and active leadership as a founding company, this company is hereby honored as a charter member of the National Association of Manufacturers."

The "well-rated" pump



—engineered to fit your well for economical water pumping

A good water well is an asset worth many times its cost. But a well is no better than its pump. By installing a Peerless Turbine Pump you get the fullest value from your well because the pump is engineered to **fit your well.**

FIRST IN QAULITY—Peerless design and construction reflect the finest engineering. The design is a proved success, demonstrated by the thousands of Peerless Pumps operating in every field. Embodying the finest materials, Peerless construction reflects the highest standard of quality.

FIRST IN ECONOMY—Peerless Pumps maintain their original efficiencies far beyond normal, due to their advanced design. Double bowl bearings, double impeller seals, precision finish of runner vanes and seasoned castings insure accuracy of fit and smooth running for years to come.

FIRST IN DURABILITY—Peerless Pumps are noted for their long life—years of extra service, due to their precision workmanship and rugged stability.

Capacities—10 to 220,000 gallons per minute.

Peerless Turbine Pumps can be installed in deep or shallow wells—operating by direct connected electric motor, geared or belted head—for pumping into pressure main, elevated tank or into open reservoir.

Peerless Distributors and Direct Factory Representatives are located in every State.

PEERLESS PUMPS

PEERLESS PUMP DIVISION
Food Machinery Corporation

TURBINE
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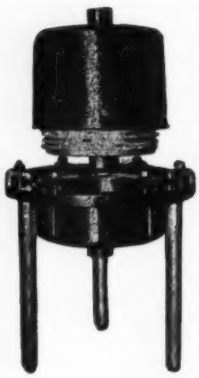
STAMSVIK

Filters & Filter Cloth
The Ultimate in Filtration



The filter pad is the heart of the filter. Not only the type of pad for the particular job but also the quality of material is important. The genuine STAMSVIK filter pads carry the trade-marked label. For your protection in these and many other respects, buy only pads carrying this trade-marked label. If your dealer cannot supply you, please get in touch with.

TRADE MARK

Stamsvik Manufacturing Corp.
1247 Reedsdale Street, N. S.
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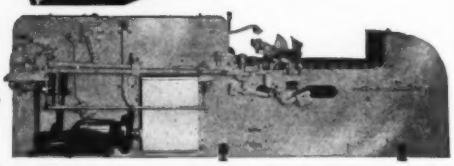
Let's talk over your
NEW STURDY-BILT NOW!

Consider:
- Simple Compact Mechanism
- Fewer Operating Parts
- Low Operating Cost

an original
"SOAKER-TYPE"



18 to 50 B.P.M.
Larger Units
POSTWAR

✓ **SIMPLICITY:** Compact mechanism, without unnecessary mechanized details, piping, gears, springs, etc.

✓ **EFFICIENCY:** Low operating and upkeep costs. Eliminates scratching, chipping or breaking of bottles.

✓ **RESULTS:** CLEAN, STERILE, SPARKLING BOTTLES

You can still buy a
"STURDY-BILT, Jr." for less than..... **$900**

Send for details

STURDY-BILT EQUIPMENT CORP.
Department B7 West Allis 14, Wisconsin

You Can DEPEND on a
"STURDY-BILT" SOAKER-TYPE BOTTLE WASHER

British Appliance Makers Organize

Industry Manufacturs Unite for Mutual Benefit and to Aid Allied Dairy Trades

In conformity with present day trends in Britain which demand the organized cooperation of each industry or each section of any industry to meet war time legislation the manufacturers of smaller type dairy appliances in Britain have now combined to form the Dairy Appliance Manufacturers and Distributors Association.

By June, 1944, the association had recruited 50 members—all well known in the dairy industry—and had been accepted by the Government as the officially recognized body speaking for an important section of the appliance industry.

Briefly, the aims of the association are as follows: to protect and align the interests of the trade; to reach and maintain the highest possible standard of milk supplies; to act in matters of common interest with Parliament, the Milk Marketing Board, municipal and other bodies; to supply legal and technical advice to members; to maintain statistics and to disseminate information of value to members.

Evidence of the value of such services is seen in the fact that to date the association has succeeded in effecting certain important changes in dairy legislation or proposed legislation. The Ministry of Food now recognizes positive holding as well as H.T.S.T. pasteurization, while an alteration was achieved so that there are now no limits to the quantity of milk which may be heat treated. The Ministry abandoned a proposed bulk purchase of dairy plants, leaving the trade free to supply through normal channels. Allowances to any dairyman were negotiated, which were formerly only available to those handling more than 750 gallons per day.

The continued contact with the Ministries and the Board of Trade has resulted in improved supplies of stainless steel thermos flasks and other equipment, while steps have also been taken to ease the labor shortage. In these and many other methods it has been demonstrated that organized trade cooperation is essential in the present set-up and that the association has performed a valuable function since its inception.

New Dry Ice Expansion

The completion of a $400,000 addition to Mathieson's Saltville carbon dioxide plant, which will provide a substantial increase in the amount of dry ice and carbonic gas available to users throughout the South and Southwest, is announced by George W. Dolan, president of The Mathieson Alkali Works.

This enlargement of capacity, authorized by the WPB, was made necessary by the increasing use of carbon dioxide in its various forms for refrigeration and industrial applications and by the growing number of users that have located in the South and Southwest, according to Mr. Dolan. It will be the Mathieson policy, however, to take care of the needs of its existing customers before extending distribution to new markets, Mr. Dolan said.

Elected to Controllers Institute

Kenneth W. Lamprey, assistant treasurer of the United Farmers Cooperative Creamery Association, Inc., Charlestown, Mass., has been elected to membership in the Controllers Institute of America. The Institute is a technical and professional organization of controllers devoted to improvement of controllership procedure. Headquarters are at 1 East 42nd St., New York 17, N. Y.

Refrigeration For Armed Services

Portable Units Provide Low Temperatures for Preservation of Perishable Foodstuffs

American fighting men in the CBI theater are getting refrigerated perishable foods thousands of miles from here due to specially designed refrigerating units.

One of these units, produced by the Universal Cooler Corporation, shown herewith is part of a battery of heavy duty Z-temperature (+10° for frozen food, +35° for perishable) "71" units in service at a Quartermaster Corps cold storage warehouse in Kharagpur, India.

While thousands of these gasoline-powered 650-cu. ft. units (which may be arranged in series for any warehouse capacity requirements) already are "seeing action" at Army, Navy, Marine and Air Corps supply depots and food distribution centers all over the world, UCC has further stepped up production of the big units to meet the urgent demands for refrigeration equipment in the South Pacific.

Army Dairying on Guam

Major G. C. Folger, now stationed at Guam, Mariana Islands, in a communication dated June 22, supplies the following information about the Army's dairy project at that distant post:

"I happened to notice your name in your 'Butter Review' and thought I would say hello. You will probably be pleased to hear that this magazine is in our circulating library out here in the Marianas. As you can guess, we are pretty well out of touch with this sort of thing back in the good old U. S. and this sort of helps bridge the gap.

"We have recently imported a herd of Holsteins and Brown Swiss from the states for purpose of providing fresh milk . . . (deleted by censor). The cows are milked in a Quonset hut that has been made into a modern dairy barn. We are well equipped with modern coolers and pasteurizers and all the gear that goes to make a model milk house. Possibly you have seen some of the stories on this dairy in the state side papers as I understand it has been given lots of publicity there."

Owens-Illinois Sales Plan

Division of sales responsibilities of the Owens-Illinois Glass Company into food, drug and beverage industries and the appointment of managers for each of these broad fields effective recently has been announced by Smith L. Rairdon, vice-president and general sales manager for the glass container division of the company. Creation of a sales policy committee also was announced.

NEW SOLDERING FLUX FOR STAINLESS STEEL

No. 5 Tri-Flux "TRIPLE DUTY FLUX"

CLEANS ★ REMOVES DIRT ★ FLUXES

This amazing new flux can be applied directly to a wet, dry, or oily stainless steel surface without pre-cleaning with acid. Simply dab on with a brush: no other work or preparation needed. Won't run off vertical surfaces. Non-injurious to the metal. Tri-Flux is fast, thorough, and economical — a valuable time saver because it does three jobs in one.

One of the largest manufacturers of dairy machinery writes: "The two sample bottles of No. 5 Tri-Flux for stainless steel and monel metal only are the best we have had for fluxing stainless steel to date. The solder flows freely and the black discoloration left from regular acid is eliminated, leaving a cleaner looking job. Our purchase order for a supply of this is being forwarded."

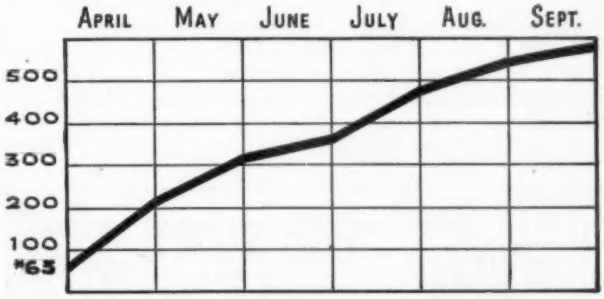
Send for free trial sample and you'll never again be without Tri-Flux No. 5.

Manufactured only by

THE WOLFE-KOTE CO.
SHEBOYGAN WISCONSIN

The best way to sell more milk to more stores is to sell YAMI YOGURT!

Here's proof:



**This figure from the record of a West Coast Dairy (name on request) indicates its total store distribution of combined milk and Yami Yogurt at the start of the 6-months' period shown in the sales-curve.*

QUITE APART from its own profit-performance as a dairy specialty, Yami Yogurt is a great "door opener" in winning new retail outlets for milk sales. Some choice territories are still available to aggressive dairies. Write or wire for franchise details! Yami Yogurt Products Company, 147 No. La Cienega Blvd., Beverly Hills, California.

THE DRY MILK SITUATION

(Continued from Page 244)

milk used in drying, an average of $2.65 per hundredweight for 3.5 per cent milk, and prices paid by dealers in Eastern and Southern markets which range from $4.00 to nearly $5.00 per hundredweight in many markets. This differential should allow ample margin to cover costs of drying, transportation, necessary merchandising costs, and still allow a relatively low retail price.

Influence of Health Departments

Another unanswered question which the seller of dry milks faces is the attitude which public health departments in the large cities may have concerning the sale of these products in their respective cities. Will sanitary standards or other obstacles be set up to bar their entry as in the case of fluid milk and cream? It is quite apparent that if our dry milk products are to escape hampering market restrictions that our producers and our plants must expect to conform to strict sanitary standards.

While dried milks are promising products, it should be recognized that they will not be sold in home markets without considerable merchandising effort and expenditure. There will be need for consumer education, advertising, and dealer service. Some institutional advertising should be undertaken rather soon to familiarize the public with these products and to point out their advantages. When the product is made available to consumers only top quality products should be offered. There is danger that some producers may dump on the market poorly packaged products, of ordinary quality, to the detriment of the entire industry. To check the sale of off-quality products the dry milk industry might follow the lead of the National Dehydrators Association which has adopted a seal of "approved quality" which may be used only by members producing products of certain standards of quality.

It appears quite probable that dry milks will be sold for home use in increasing quantities after the war. However, we should not expect any sensational results. How much will be sold and the rate of increase in sales will depend on how well the industry can solve the technical and merchandising problems which we have indicated. The most promising areas of sale for these products will probably be in deficit milk areas in the South and among lower income families in the larger cities.

Inter-plant Competition

Another interesting question which we may consider is, "If sales opportunities for dry milks are greatly reduced from present levels after the war, what plants will supply the available markets? Will the latest entrants into the field, that is, the middlewestern producers, be the first to be squeezed out?" The older producers in the eastern milksheds do have important advantages in the production of dried milks such as short distances to good markets and long experience in producing high quality milk under strict market inspection. Through many years they have developed a reputation as reliable producers and have favorable sales outlets in consequence.

The middlewestern dry milk producer has compensating advantages. These include low cost milk supplies based on low feed and farm labor costs. These costs can be reduced even more by herd improvement and better herd management. Our modern large volume milk plants operating on a year around basis have an important advantage in low per pound plant costs.

While the quality of milk in many dry milk areas in the middlewest may not come up to the higher standards in the East, some plants are making noteworthy improvements. It must be understood, however, that the attainment of top quality products is imperative if market outlets are to be won and held after the war. Market demands may be expected to be more exacting than ever. The plants which cannot measure up on quality will find their sales opportunities greatly reduced, or even closed.

It is a resonable expectation that a number of the better milk plants in the state, those which meet the strict tests of efficiency and quality, will hold their own after the war and operate on a year around basis. Those which cannot solve their quality problems satisfactorily and cannot keep costs at a minimum may expect to operate their driers only at intermittent intervals when dried milk markets are favorable. Some plants may find it possible to shift to the manufacture of other dairy products, if the market opportunities for these are more favorable. Some rediversion of milk to feed and other lower return uses may be a necessary adjustment, if the consumption of the edible dairy products isn't large enough to absorb all of the available milk.

Adjustments to Be Made

It is apparent that the dry milk industry of this area confronts some difficult postwar problems. The industry structure has been very much distorted by unusual wartime demands. New markets will need to be developed and other major readjustments must be made. To be in the best position to cope with the problems which lie ahead, the industry should place further emphasis on the following fundamentals. First, increased efficiency in farm milk production should be sought. Lower cost milk production obtained through better producing livestock, better feeding, and improved herd management is of prime importance if the industry in this area is to hold its own in highly competitive postwar markets. Secondly, increased efficiency in our dairy plants and in our system of market distribution is likewise of basic importance. The reduction of per unit costs of processing and market distribution will be of considerable value in solving market problems. Third, improvement of the quality of the products of the industry is of vital importance in winning new markets and holding old

POWDERED CONDENSED MILK

A DEPENDABLE NATIONAL OUTLET

Authorized Receivers for your Set-aside Powder. Complete handling—Prompt shipping instructions — Prompt payments—Try us.

Buyers Roller and Spray Whole and Nonfat Dry Milk Solids. Bulk, Sweetened Skim, Condensed.

It will pay you to supply us regularly.

SIMMONS DAIRY PRODUCTS, LTD.

7 West Front Street Cincinnati 2, Ohio

Phone Main 0461

ones. It is one of the best forms of post-war insurance the industry can buy. Finally, the plants in the industry should heed the essentials of sound financing. The debts of drying plants and the creameries which have installed whole milk equipment should be amortized as rapidly as possible. It is easier to reduce these debts from present inflated incomes than from reduced incomes which may prevail after the war. As leaders in this industry you have an important stake in the attainment of these important objectives.

BOOK ON DISEASES

McKesson & Robbins Distributes Work of Dr. Butler Through Druggists

A book that may prove quite indispensable to the farmer is now being distributed to livestock and poultry raisers through the retail druggists of the country, according to an announcement by L. M. Van Riper, vice president of McKesson & Robbins, Inc.

Entitled "Common Diseases of Farm Animals and Poultry," the 96-page manual explains simply and comprehensively how to detect symptoms of animal diseases and how to treat these ailments. It is the work of Dr. Walter Cecil Butler, D.V.M., who heads the new Animal and Plant Health Department established by the wholesale drug firm. In his foreword, Dr. Butler explains:

"The purpose of this publication is to acquaint the farmer and stockman with the more common diseases of our farm animals and poultry, as to symptoms, causes and treatments of these diseases. This booklet, however, can in no way substitute for the services and knowledge of your veterinarian, who is highly skilled in the diagnosis and treatment of animal and poultry diseases, as well as the practice of surgery and obstetrics."

The book includes sections on the diseases of cattle, horses and mules, sheep, swine and poultry. Of particular value to the layman is a glossary of veterinary terms.

McKesson & Robbins, in making the book available to retail druggists for distribution with the imprint of the druggist's own name, dedicates the volume "To the retail druggist, who through his untiring efforts and whole-hearted cooperation, has played a prominent part in supplying the livestock and poultry owners with veterinary medical specialties and the information as to their use".

JOINS INDIANA ASSOCIATION

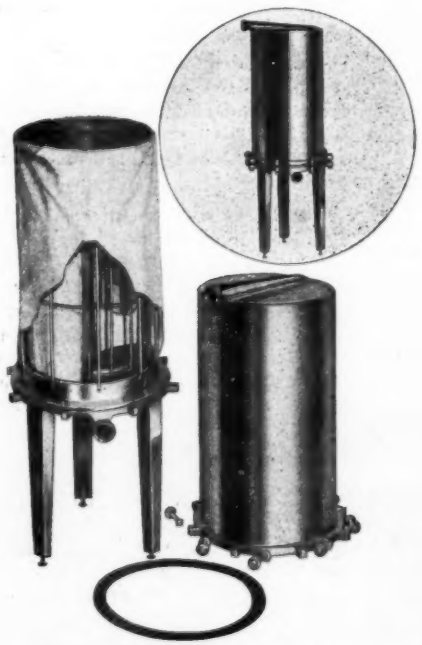
John E. Harvey of South Bend, Ind., has been employed by the Indiana Dairy Products Association as special supervisor of the quality improvement activities of the association.

Mr. Harvey received special training at Purdue and Cornell Universities. This training, combined with several years experience in the industry in Indiana and Texas, has provided him with excellent qualifications and an established background for the work now being carried on in addition to the extensive program which has been proposed for Indiana in cooperation with the Dairy Department of Purdue University.

Mr. Harvey's time is being spent in field work with all the dairy companies of the state, regardless of association affiliation, and the association solicits the cooperation of every member in aiding Mr. Harvey in his quality improvement activities which are so essential to the dairy industry.

CAPITAL STOCK INCREASED

Indianapolis, Ind. (EB)—Articles have been filed with the Indiana Secretary of State by the Holland Custard and Ice Cream, Inc., Holland, Ind., showing an increase in the capital stock to 240 shares of common, no par value, and 300 shares of Series C preferred and 500 shares of Series D preferred having a par value of $100 a share.



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Inlet and outlet can be opposed in eight directions thus saving valuable space and extra pipe fittings.

Cannot be overloaded. Requires no limit switches. Parts easily removable for cleansing. Capacity: 35,000 lbs. per hour with proper centrifugal pump. Total capacity up to 75,000 lbs. per hour depending on condition of *milk*.

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Advanced Dairy Equipment

B. K. LINDEMAN DIES SUDDENLY

Cherry-Burrell Branch Manager in Suffers Fatal Heart Attack

Bernard K. Lindeman, manager of the Charlotte, N. C., sales branch of Cherry-Burrell Corporation passed away suddenly in June, while returning from a business trip to Georgia. He was 49 years of age. Funeral services were held in Charlotte, with burial in Petersburg, Va. His wife, two daughters and a sister survive.

B. K. Lindeman

Mr. Lindeman joined the Cherry-Bassett Company in his native city of Baltimore, a predecessor of Cherry-Burrell Corporation, in 1914. He became interested in sales work and represented the company in various territories on the Eastern seaboard. He went to Charlotte in 1939 and became manager of the Cherry-Burrell sales branch there when it was opened in 1941. During the war this branch has rendered a great service to the armed forces in that area by helping to equip dairy products plants to provide the Army, Navy and Marine Corps with dairy products in large volume.

Mr. Lindeman was very active in dairy industry activities. At various times he held offices in dairy equipment and supply men's groups such as the North Carolina Tarheels, Georgia Crackers, Dixie Flyers, and others. He had a host of friends throughout the Southeast. He enjoyed the confidence of his customers and many depended upon his judgment in conducting their business. His loss will be keenly felt by those who came in contact with his friendly, enthusiastic, sincere and aggressive personality.

WINTER DAIRY COURSE

University of Wisconsin Sets Schedule for Sept 24-Feb. 22 Curriculum

Professor H. C. Jackson, Chairman of the Department of Dairy Industry, College of Agriculture at the University of Wisconsin, writes from Madison under recent date to state that they have completed plans for their winter dairy courses which the Department has offered for a great many years.

"We plan," says Professor Jackson, "to begin the course this year September 24, 1945, and close it on February 2, 1946. The first semester closes on November 3, 1945. Courses offered in this first semester are Dairy Bacteriology, Milk Composition and Tests, Arithmetic and Bookkeeping, Dairy Mechanics, Dairy Sanitation, Dairy Cattle Diseases, and Marketing.

"Students who complete this first semester are eligible to take any or all of the courses dealing with dairy manufacturing. Cheesemaking will be given November 5 to November 24; Buttermaking, November 26 to December 15, Ice Cream Making, December 17 to January 12; and Market Milk, January 14 to February 2.

"Individuals who wish to go into dairy field work may take a third semester's work of five weeks duration beginning February 4, 1946, and ending March 9, 1946. The courses offered in this third semester are Livestock Sanitation, Dairy Cattle Breeding, Feeds and Feeding, Milk Secretion, Farm Management, Postwar Farm Buildings, and the Fieldman's Job and related work. This course of study will be open to those who have completed the first and second semesters' work in the Winter Dairy Course.

"The circular which gives complete information concerning the course has not been received from the printer as yet, but we are anxious to get a notice of the dates in your paper."

Buy War Bonds & Stamps

QUALITY MILK STRESSED

South Bend, Ind.—Annually $20,000,000 is lost to the Indiana dairy industry through careless milking, improper calf feeding, incomplete disease control and poor milk quality, E. A. Gannon of Purdue University said here at a recent meeting of dairymen from northwestern Indiana. The meeting was sponsored by the Indiana Manufacturers of Dairy Products, Purdue and the South Bend Milk Council.

Mr. Gannon urged a three-fold postwar program to enable farmers to produce milk more economically in order that they may face lowered bulk prices. Included in the plan are a good pasture program, production of good quality milk, and efficient methods and practices on the farm.

He pointed out that the dairy industry is the second largest income source for the Indiana farmer, with $135,000,000 being realized from the sale of milk, cows and self-used products annually.

C. C. Hadley, executive secretary of the association, discussed legislation affecting the industry and introduced John E. Harvey of this city, a new employee, who will handle field work of the association's quality milk improvement program.

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A. J. SMITH, consultant 12 East 41st St., New York 17 N. Y.

May Milk at $3.13

Dairy Feed Payments Build Total Return to New York Shed Producers to $3.48 for Month

Dr. C. J. Blanford, administrator of the New York Metropolitan Milk Marketing area, announced in mid-June a uniform price of $3.13 per 100 pounds for May deliveries of milk in the New York pool. On this basis dairy farmers in the New York milk shed collected the record sum of $24,770,000 for deliveries to 443 plants in the six-state shed.

The pool yield in combination with dairy feed payments from the War Food Administration at the minimum rate of 35 cents a hundredweight assured the record-breaking return of nearly $25,000,000 from one month's milk and a total return of $3.48. The previous high in income was recorded for June 1944 when dairy farmers shared a total return of $23,788,472.52.

The May return went to 49,668 producers whose output came to a total of 696,531,580 pounds of milk. The receipts rolled into pool plants at the rate of 452 pounds a day per farm,—a rate never achieved in the New York milkshed. The previous peak in productivity was reached in 1944 when the average delivery of 423 pounds a day was marked up in June. The May record of 407 pounds a day, set in 1942, likewise was swept away by the heavy flow of the 1945 flush season.

Figured at the uniform price of $3.13, the May pool was worth $21,801,438.45, and butterfat and location premiums will add $531,526.14 to the yield. Dairy feed payments, collected separately from the pool settlement, will bring $2,437,860.53 at the lesser of the 35- and 45-cent rates prevailing in the metropolitan milkshed. A year ago, when the uniform price was $3.15 and the federal incentive was 45 and 55 cents, the total return worked out at $23,667,061.95.

Cream Storage Heavy

Handlers' reports revealed that a large share of the increase of 54 million pounds of milk handled through the pool, as compared with a year ago, was moved into storage in the form of cream to be held against demands later in the year. Cream storings accounted for 117,268,396 pounds of milk. In May a year ago, however, only 74,892,000 pounds of milk was warehoused as storage cream. Although cream storings ascended 56 per cent as compared with last year, the current movement into conserved stocks failed by a small margin to equal the record cream storings of 121,780,000 milk pounds in June, 1940. Cream storings are generally used for manufacturing sour cream, ice cream, cream cheese, and butter.

Another rise in the consumption of fluid milk in the New York market likewise accounted for a substantial share of the increased production. The market's intake for fluid use came to 258,063,220 pounds,—a gain of a little less than 10 million pounds from last May's consumption of 248,237,663 pounds. The increase was 4 per cent. Fluid cream demand in the marketing area also required more milk. The increase, one of 17.6 per cent, accounted for 6 million pounds of milk.

Decreases were recorded in the shipments of milk and cream to other markets, and the manufacture of butter in New York milkshed was off 23.5 per cent. All other major manufactured products, however, accounted for additional quantities of milk. The greatest increase in that type was a rise of 8.4 per cent in the conversion of milk into whole milk powder, a product purchased largely for use by the military services. Evaporated and condensed milk also utilized more milk than last year.

June Forecast at $3.47

Dairy Farmers may expect a uniform price of $3.12 a hundredweight for their June production, according to the monthly estimate of price and volume announced later by Dr. Blanford.

The pool price of $3.12 will equal the record set last June when the average price of $3.10 for June, 1919 was surpassed for the first time. However, since dairy feed payments from the War Food Administration are now collectible at the rates of 35 and 45 cents,—10 cents less per hundredweight than the rates paid last year in the same states,—the total return will be $3.47 instead of $3.57 as a year ago.

WM. N. WILSON DIES

Head of Indiana Milk Concerns Succumbs to Long Illness

William N. Wilson, 38 years old, president of the Wilson Milk Company and a former Navy lieutenant, died June 16, in Los Angeles after a long illness.

Mr. Wilson was commissioned as a lieutenant in the Navy early in 1942, and after receiving preliminary training at Quonset Point, R. I., was sent to California, where he was taken ill. He was a graduate of Culver Military Academy and studied two years at the University of Wisconsin.

He served as president of the Wilson company for 10 years, and also was vice-president and treasurer of the Indiana Condensed Milk Company.

The Indiana Condensed Milk Company was established in 1902 by Mr. Wilson's grandfather, who died 30 years ago. It is one of the nation's largest evaporated milk companies.

Mr. Wilson was a member of the Indianapolis Athletic Club, the Columbia Club, the Indianapolis Country Club, the Lambs Club, the University Club and various civic organizations.

Survivors are the widow, a daughter, his mother and a brother, Lt. W. Taylor Wilson of the Army.

Funeral services were held in Indianapolis.

Capt. Frank P. Ritenburg
Sales Mgr.
Serving Overseas

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We will be happy when we can call on you again but in the meantime will be glad to hear from you by mail as to your needs.

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Using Our Separator

Items of Interest Skimmed From Here and There

Marlo Expansion

APPROVAL by WPB authorizes new building and plant facilities of Marlo Coil Company, St. Louis, adding approximately 14,000 square feet to the present 24,000 square feet plant floor area. Construction has been started and when completed the rearranged plant will provide augmented production capacity for Marlo heat transfer equipment.

Part of the space is allocated to an increased production of evaporative coolers for Diesel engines, transformer, cutting and quenching oils; together with improved production facilities for air conditioning, industrial and commercial refrigeration equipment.

Bump Pump

FOR PUMPING WATER or other liquids under high pressure, the Bump Pump Co., La Crosse, Wis., announces a low capacity close-coupled rotary pump.

With capacities ranging from ¼-gal. to 8 gals. per minute, this new pump will operate on vacuums as high as 26 inches, and will operate efficiently with water up to 500 lbs. pressure; for oils or other viscous liquids up to 1000 lbs. pressure. It will operate at full motor speed of 1750 RPM on the lighter liquids, or 1200 RPM on heavier liquids.

A positive displacement type, this pump has a mechanical seal. The shaft is mounted on ball bearings. Can be furnished either with or without built-in by-pass and relief valves. It is constructed of various metals, iron, bronze, nickel alloy, stainless steel, Hastalloy, etc., according to the requirements for a particular pumping job.

Tri-San Germicide

A BASICALLY new three-function chemical development combining deodorizing, cleaning and germicidal properties in one material, is announced by Oakite Products, Inc.

The material, Oakite Tri-San, is a white powder which is dissolved in water and applied to surfaces in the same manner as any cleaning agent. Primarily designed to simplify plant hygiene procedures, the material, due to its marked germicidal and fungistatic activity, is reported to be highly effective in discouraging and preventing mold growth on wall surfaces. In curing rooms in cheese factories, mold control on aging shelves and racks has been successfully inhibited for long periods.

A new 20-page manual gives formulae and directions for using and describes the many applications of Oakite Tri-San. A free copy may be obtained by writing to Oakite Porducts, Inc., 36B Thames St., New York 6, N. Y.

Aluminum Stool

THE ALUMINUM LADDER CO., 381 Carbis Street, Worthington, Pa., is now manufacturing a new line of aluminum stools for industrial use.

The No. 1318 stool is made of hard alloy aluminum, 13 inches in diameter and 18 inches high, and weighs 2¾ lbs. This particular stool, which is non-sparking, was developed for use in powder

plants. Castings on the bottom of the legs are brazed to make a ground connection, so that no static electricity can develop.

These stools are available in a wide range of sizes for use in dairies and ice cream plants.

Insecticide

ROACH-KIL, claimed to be a highly effective destroyer of many kinds of bugs and insects, is announced by the American World Chemical Company, 411 North 10th Street, St. Louis, Mo.

This product is applied with any ordinary fly-spray. Having a vanilla flavor, its fragrance is said to counteract objectionable odors and to have a powerful killing effect with most insect pests such as flies, roaches, spiders, ants and other crawling insects.

Detailed information and price list will be mailed upon request to the American World Chemical Co.

Lubriplate Handbook

FISKE BROTHERS REFINING CO. of Newark, N. J., has just completed for distribution its new "1945 Lubriplate Service Handbook" of 28 pages.

In addition to describing the company's extensive line of lubricants for a wide range of specialized usage the handbook contains much valuable information on the subject of lubrication that should prove of much interest to operators of dairy processing plants.

A copy of this instructive handbook on lubrication may be obtained upon request to Fiske Brothers Refining Co., 129 Lockwood St., Newark 5, N. J.

Milky Way Booklet

THE DIVERSEY CORPORATION announces the publication of a new educational booklet—"The Milky Way." This booklet is written for the dairy farmer. By the generous use of photographs it shows him easy, step-by-step methods for protecting the quality of his milk.

The booklet is available to dairies interested in establishing better sanitation methods among their producers by means of Diversey's educational farm quality control programs.

Marco Expansion

THE MARCO CO., manufacturers of homogenizers, Kom-bi-nators and pumps, have moved to larger quarters in Wilmington, Del., where they now occupy a modern, two-story building.

Manufacturing and laboratory facilities have been streamlined so that material enters at one end and the finished products leave at the other.

The Marco Co. invites processors to use these facilities for the purpose of demonstrating what the flow-master is capable of accomplishing.

Ultra-Violet Sterilization

A NEW 4-PAGE FOLDER provides latest information regarding use of Ultra-Violet for prevention of germ-spread, and improved sanitary conditions.

Detailed description with illustrated layout information is given. Covers Ultra-Violet's use in the following industries: poultry, meat, cheese, dairy and others.

Copies of this folder (No. 798) will be sent upon request to The Edwin F. Guth Company, 2615 Washington Ave., St. Louis 3, Mo.

Job Preference

HINDE & DAUCH Paper Company has announced a special plan for re-employment of returning war veterans, which reserves for the veterans important preferences over and above those stipulated by law. A statement on H & D policy was mailed April 19 to all former employees of the company now in the service. The plan was drawn up months ago, and has now received final approval by the War Labor Board.

THATCHER CO. PROMOTIONS

David R. Parfit Elected Vice-President — Other Advancements Announced

Franklin B. Pollock, president of Thatcher Manufacturing Co., has announced the election of David R. Parfitt as vice president in charge of sales for the company. Mr. Parfitt succeeds George Dusterdieck, who resigned his position to become branch manager of the Rochester office of the company, embracing all of upper New York State.

Mr. Parfitt started with Thatcher in August, 1923, in the cost department. A year later he was named assistant sales manager, which position he held under three different sales managers. He was assigned to outside contact work with Thatcher customers and became sales manager of the milk container division in 1943.

During this period, Mr. Parfitt has seen many new developments in the milk bottle industry, including the reduction of bottle weight from 25 oz. to 22½ oz. and then to 17¾ oz. Another innovation was Pyroglaze, applied colored lettering to glass containers, and the latest development, that of the T-Square glass milk bottle.

Immediately upon his election as vice president, Mr. Parfitt announced the following promotions in the sales division: Frank W. Edson was named sales manager of the general line division, having formerly been assistant sales manager of this division. Mr. Edson has been with Thatcher for 10 years, all of which time has been in the sales department. He joined the general line division in 1943 as assistant sales manager, a post he held until his recent appointment.

William W. Springfield, formerly Rochester branch manager, was named sales manager of the milk bottle division with headquarters at the Elmira office. Mr. Springfield joined Thatcher in 1925. Since then, he has covered most of the territories served by the company, primarily in connection with the milk container division. In 1942 he was appointed special representative with headquarters in Elmira and became branch manager of the company's Rochester office in 1944, representing both the milk container and general line divisions.

Kenneth M. Hay was named sales manager of the beer and beverage division, having formerly been assistant sales manager of this division.

John B. Miller was named assistant to the vice president in charge of sales, having formerly been sales manager of the beer and beverage division. Both Mr. Miller and Mr. Hay have been connected with Thatcher since the creation of the beer and beverage division in 1944.

MILK PLANTS LISTED

Dr. C. J. Blanford, administrator of the New York metropolitan milk marketing area, posted June 26 a list of 449 milk plants eligible to share in the New York milk pool August 1 when revised marketing regulations become effective. The plants, located in six states, receive the production of 50,000 dairy farms whose output yielded a total return of nearly $25,000,000 in May,—the last month available for evaluation.

The listing includes all plants that formed the pool for November 1944 because the new regulations declare that plants figuring in that pool are to be considered as pool plants.

The plants are listed in alphabetical order by handlers—126 in all last November—and at 402 locations in the six states of the milkshed.

Since November, however, the total number of plants in the pool has been reduced to 443. One plant burned, and five others were closed or switched to other markets. Changes of ownership as well as plant withdrawals have decreased the number of handlers to 122. Withdrawn plants will automatically return to the pool August 1 unless the handlers, using an escape clause in the new regulations, apply for cancellations before August 15.

ABBOTTS TRIPLE BOND QUOTA

With the close of the 7th War Loan Drive, crack salesmen from Abbotts Dairies have succeeded in tripling the original quota of $960,000 set for them by the War Finance Department. The final figure in employees sales and personal purchases amounts to $3,098,600 worth of War Bonds.

An inter-company contest was held to stimulate employee enthusiasm and was a huge success. Every member of the organization contributed toward this remarkable record of Bond sales by selling America's Number One product to their friends and neighbors. Their efforts are being used to sponsor for the air-craft carrier "Valley Forge",—three dive bombers, five torpedo bombers and a fully-equipped soda and ice cream fountain. The winner of the company contest, Fred Chapman of the Atlantic City Branch and mayor of Somers Point, with a total of $1,355,975, will participate in the launching of this ship.

On July 26th—those employees who have sold $1,000 or more in Bonds will celebrate at a gala picnic at Locust Grove Farm in Westville, N. J., where Bond prizes will be awarded to the winners from the various departments and branches.

PET PLANS PLANT

Atlanta, Ga.—The Pet Milk Products Company of Johnson City, Tenn., plans to build a dairy products condensing plant in North Georgia, according to late reports.

Major L. A. Ballew, vice-president of the company has indicated that the plant will be located at one of three places, Athens, Washington or Gainesville, and that pick-up stations would be operated at the other two.

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Drops Referendum

Oregon Group Abandons Plan to Refer New Dairy Laws to Voters — Leaders Hail Move

Salem, Ore.—Threat of a referendum against Oregon's 1945 dairy legislation was done away with recently when the Oregon Dairy Alliance, a group of producer-distributors who organized to refer three new laws to the people, announced that it had abandoned its move. As a result, House bills 234, 370 and 371, designed to promote a safe and wholesome milk supply, will now become effective with other 1945 laws on June 16.

Leaders of the Oregon Dairymen's Association and the Oregon Dairy Manufacturers' Association, which carried the ball in promoting the new legislation, expressed satisfaction that the new legislation will go into effect at once.

"The new laws are a decided improvement in regulation of Oregon's dairy industry," stated Director E. L. Peterson of the Oregon Department of Agriculture. "It will now be possible to develop uniform standards for milk in every part of the state. Once this is done, consumers can use milk with greater confidence in its safety and quality, with resultant benefit to all dairymen, large and small alike."

To Hold Regional Meetings

"Every single dairy group in the state and every single dairyman, little or big, will be urged to voice views relative to the new state milk grades and standards", asserted O. K. Beals, Chief of the Division of Foods and Dairies of the Department. He said that immediately 15 or 16 unofficial meetings will be held to get an expression from every element and every phase of the industry. Small distributors and producers, he pledged, will be given just as much consideration as larger operators.

The modified pasteurization law, known in the legislature as HB 234, provides a series of frequent tests for Brucellosis with elimination of reactors on each test. It allows the dairyman a maximum of 84 days in which to clean up his herd, during which time raw milk can be sold. If reactors appear on the last of four tests, then the disease is considered uncontrolled and the milk must be pasteurized. It provides also that new additions to the herd must come from clean herds, thus eliminating a possible source of infection which could not be controlled under prior laws.

House bills 370 and 371 are companion measures. The former removes from the general grades and standards statute reference to dairy products and the latter sets up authority for new state grades for milk. The new law on state milk grades provides that state standards for market milk be set up by the Department after public hearing; that grade "A" shall be the highest grade of milk sold; and it provides that cities may continue to provide their own milk ordinances when the grades and standards required shall, at least as a minimum, equal the state grades and standards. The Department must ascertain at least once each year that the milk supplies of cities that have their own ordinances meet as a minimum the standards set for the state.

GLENN ORR MAKES CHANGE

Leaves Michigan Boosters to Join Ice Cream Association

At a recent meeting of the board of directors of the Michigan Dairy Boosters in Detroit it was announced that Glenn Orr has resigned his post as secretary-treasurer to accept a similar position with the Michigan Association of Ice Cream Manufacturers. This new position will occupy Glenn's full time.

Ex-president Harold Coburn was elected by the board to serve as a director until the next regular election and John Jennings was chosen to act as Secretary-Treasurer.

A committee consisting of Wm. Molloy, Harry Conroy and the association secretary was appointed by President Doyle to investigate the possibility of advertising to the dairy trade in Michigan during this period when we are unable to make our usual personal contacts throughout the Dairy Conventions and other meetings which are now out of the picture due to wartime travel restrictions.

A $100.00 war bond was presented to Glenn Orr as a gift of appreciation for his seven years of faithful service.

IAICM MEMBERSHIP GAINS

Ice Cream Association Adds Over 300 Members Since 1940

More than 300 ice cream manufacturers joined the International Association of Ice Cream Manufacturers since 1940, according to the annual report of the Association recently issued, entitled "Looking Forward".

"In its 45 years of growth the IAICM has been carried forward in a democratic way," states Mr. H. P. Hood, president of the association. "Each ice cream company, no matter how small or large, has had only one vote in the operation of the organization, and as a result the membership is a cross section of both large and small ice cream manufacturers in the United States and Canada. The total gallonage reported in the membership is 71 per cent of the total ice cream produced in the United States and 74 per cent of the total ice cream produced in Canada."

The annual report shows the following membership as of October 1, 1944:

Total active members	754
Total branch members	700
Total associate members	89
Total state association members	32
Total members	1,575

An analysis of the active membership shows that the majority of the members are under 100,000 gallons annual production.

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BALL IN EUROPE FOR ARMY

Dr. C. O. Ball, director of the Process and Product Research Division, Owens-Illinois Glass Company, is in Europe working on a technical food project for the U. S. Army. He was granted a leave of absence for the project by Owens-Illinois.

Dr. Ball, considered an outstanding authority on packaged food technology, has been active in this type of work since 1919.

Classified Advertising

RATES: "Position Wanted," 50c. Limit of 50 words; 2c for each additional word. All other advertisements, 5c a word ($1.00 minimum). Keyed ads, 15c extra to cover return postage. The name and address should be included in counting the words.

All payments strictly in advance.

POSITION WANTED

As creamery foreman—well experienced in country and city. Understand farm inspection and country plant management. Can make sweet and sour cream, commercial buttermilk and cheese. Understand plant machinery. Can test milk and cream, make homogenized milk, bottle milk and cream. Write Box 94, care this publication. 7-M

HELP WANTED

WANTED—Experienced Plant Maintenance Engineer for large bottle milk, by-products, ice cream, powder and condensed milk manufacturing plant. Give experience, education, age, and salary expected along with any other general qualifications. Write Box 93, care this publication. 7-M-2

WANTED—Experienced milk grader and dumper, also experienced pasteurizer for assistant. Excellent post-war position. Good salary. Plenty of overtime if you want it. Write The Babcock Dairy Co., 945 Berdan Ave., Toledo, Ohio. 7-M

WANTED—Working foreman for milk plant operation handling several thousand gallons per day. One who understands starters, checking of routes, testing, standardization, pasteurization and with an interest in cleanliness of plant. Write: Metzger Dairies, P. O. Box 899, Dallas 1, Texas. 7-M-3

WANTED—Working plant foreman to take charge of dairy handling 50 cans milk daily. Near Somerville, N. J. Box 92, care this publication. 7-M

WANTED—Milk plant operator, full directions and responsibility for operating and maintenance, etc., of 1000-can daily milk bottling plant. Knowledge of machinery and ability to handle men essential. Apply Box 91, care this publication. 7-M-B

WANTED—As assistant superintendent for large milk plant in the East producing cream, manufacturing powdered, concentrated milk and sweetened condensed milk. When answering, please give full information regarding past experience, how soon available and what salary you would expect. Here is a good opportunity for the right man. Write Box 89, care this publication. 7-M

ESTABLISHED FIRM offers good opportunity to service and installation man for receiving room equipment. Travel in eastern territory. Requires steady dependable man, capable of development into sales work. Address Box 96, care this publication giving full details. All replies held confidential. 7-M

HELP WANTED

WANTED—Man familiar with pasteurizing for work in plant manufacturing sour cream. Permanent job with good pay. Greenboro Dairy Co., 4 Rome St., Newark 5, N. J. 7-M

WANTED—Man qualified for sanitary and laboratory control, also practical plant operations for large plant in Pennsylvania manufacturing ice cream, bottled milk, cheese, milk powder and condensed milk. Give age, education, experience, references as well as salary expected. This is an excellent opportunity for an ambitious man looking for an opportunity. Write Box 88, care this publication. 7-M-2

Nationally known manufacturer of stills and autoclaves seeks salesmen calling on industrial plants and laboratories. Exclusive territory, attractive commissions. Write Box 86, care this publication. 7-M

MILK PLANT WANTED

WANTED — To buy or rent milk plant or building suitable to be used for manufacturing cheese, situated about 250 miles from New York. Plant need not have farmers milk. FASTER FOOD PRODUCTS, 15 Jay St., New York, N. Y. 7-M-3

DAIRY-ICE CREAM PLANT FOR SALE

Wholesale Milk and Ice Cream routes. Own and operate 9 Dairy stores. This company is located in city of 500,000, enjoys an enviable reputation, shows good earnings for the past 25 years and will be sold without interruption of business at a reasonable price. Substantial buildings, modern machinery and equipment; stores are fully fitted and stocked; we highly recommend this offering; investigate. 7-M

E. M. KORYTA CO.
940 GUARDIAN BUILDING
CLEVELAND, OHIO

SKIM MILK WANTED

ALL YEAR PROPOSITION—to be manufactured into cheese. Address Box 87, care this publication. 7-M-2

DAIRY FARM FOR SALE

FOR SALE—Complete farm, dairy and milk plant, altogether or separate. Only plant in town of 6,500; sales last year over $50,000. Write for particulars to W. M. Armstrong, Agent, Henderson, Texas. 7-M

EQUIPMENT FOR SALE

FOR SALE—Completely rebuilt and guaranteed Viscolizers and homogenizers—all sizes. With standard or new sanitary heads and pressure valves. Bulletin and prices on request. Otto Biefeld Co., Watertown, Wis. 7-M

Here's Why Many
LEADING DAIRIES
use SELF-LOCKING EGG CARTONS

1. Cushioned protection against costly egg breakage.
2. Outstanding display of eggs.
3. Convenient and economical to use.
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Land O' Lakes Creameries.
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Information Vitally Important to the Dairy Products Operator Especially in Federal-State Milk Market Control Areas
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GOOD SALARY AND WELL ESTABLISHED TERRITORY FOR YOU!

We want a good milk bottle closure salesman for Eastern New York State territory. (Headquarters in Albany.) Excellent salary and a company you'll like. Give experience, age, draft status, photo. Applications from veterans welcomed.

SMITH-LEE CO., INC.
ONEIDA, N. Y.

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EQUIPMENT FOR SALE

FOR SALE—8-wide Heil Washer complete, $500. Model AA Mojonnier Filler, $800. Sacrifice to make space. Sunnydale Farms, Inc., 400 Stanley Ave., Brooklyn 7, N. Y. 7-M

FOR SALE—All of the equipment of O. K. Co-op. Milk Assn., 800 West Washington St., Oklahoma City, Okla., beginning July 5th, 1945. Private sale. Write for list. C. R. Domart, Receiver, O. K. Cooperative Milk Assn., Inc., 800 West Washington St., Oklahoma City, Okla. 7-M

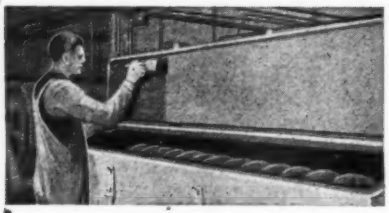
FOR SALE—One preheating tank, 500 gal. capacity; one No. 71 Steam Turbine DeLaval Separator; one L. P. Straitaway can washer, 6 cans per minute; four small drop center Dairy Wagons with pneumatic tires; 3 000 quart, 500 pint, 1,000 half-pint used milk crates; 600 gross quart, 200 gross pint, 300 gross half-pint No. 2 bottles. Write The Babcock Dairy Co., 945 Berdan Ave., Toledo, Ohio. 7-M

EQUIPMENT FOR SALE

Pump, Reeves Drive and 1½ H.P. Motor; No. 30 and No. 70 Motor driven and No. 61 and No. 91 Steam driven DeLaval Separators; 300 and 500 gallon Coil Vats; 1000 gallon Pfaudler Jacketed and Insulated Tank with direct expansion coil; 1250 gallon Nickel Holding Tank; Bronze Head Homogenizers or Viscolizers ranging in sizes from 50 to 400 gallons in capacity; 78 in. Copper Vacuum Pan. Write or wire your requirements. Lester Kehoe Machinery Corporation, 1 East 42nd St., New York 17. N. Y. Telephone MUrray Hill 2-6416. 7-M

FOR SALE—Stainless Steel Truck Tanks with or without Trucks—1700, 1940, 2280, 2350, 3170, 3200, 3300 gallon capacity; Sanitary milk pumps with motors, all sizes; Twelve wide Multi-soak bottle washer, double end, 72 bottles per minute with case washer, case and bottle conveyor, New York City approved; Milwaukee type "L" bottle filler, stainless steel bowl; 250 gallon C. P. homogenizer, bronze head with motor; 500 gallon N. Y. City approved viscolizer, stainless steel complete; McKinley straightaway can washer with cover replacer, 6 to 8 per minute, one 8 to 10 N. Y. C. approved; C. P.

RETIN VATS and TANKS with CROMATIN



1st: BRUSH TIN ON LIKE PAINT
Just mix CROMATIN powder with water and apply with brush, like paint.

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CROMATIN makes a smooth level surface fused to metal. Wiping produces lustre.

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CROMATIN (Sorensen's RETIN) is a specially prepared tin alloyed with Chromium—is 3 TIMES HARDER than ordinary tin. It can be used on practically any metal surface except aluminum and lead. Flavor of contents in vat or tank positively not affected. The use of CROMATIN often saves costly and time-consuming repairs, and restores to service vats or tanks considered ready to scrap. 1 pt. $12.00—covers app. 200 sq. ft.

Rust-Proof Milk Cans with E-P Buttons

Replate rusty spots in used cans—prevent rust in new cans. No taints or off flavors. 1 button to can. Box 25 buttons $5.50.

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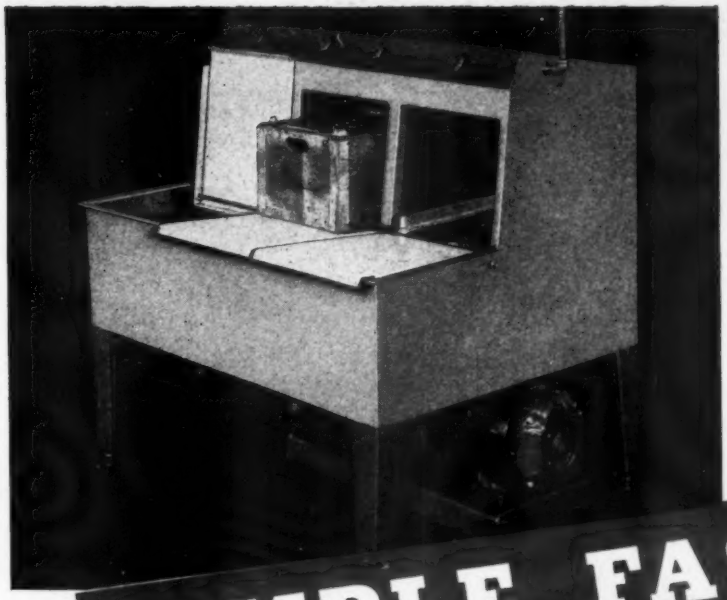
☐ Send ..... boxes Sorensen's E-P Buttons, @ $5.50 per box.
☐ Check or M.O. Enclosed.
☐ Send C.O.D.
— Bill 2%—10 days.
NAME OF FIRM .....
Signature .....
(Write address plainly in margin) Dept. M.R.

FOR SALE—Creamery and milk plant in central Michigan, in splendid dairy section. Equipped for handling milk, cream and drying milk products. Now manufacturing ninety thousand pounds butter monthly. Address Box 90, care this publication. 7-M

FOR SALE—1000 10-qt. ice cream cans. Never used after retinning. Also Lathrop-Paulson Can Washer. Perfect condition. Box 95, care this publication. 7-M

FOR SALE—100 and 200 gallon Stainless Steel Pasteurizers, paddle agitation; Model 60 Mojonnier Vacuum Filler; G-7 Cherry-Burrell Nu-Line Filler; Type "B" and "L" Milwaukee Fillers; 4, 6, 8 and 12 Wide Soaker Type Bottle Washers; 8 ft. Combination Direct Expansion (Methyl) Cooler, 48-1 in. tubes; 10 ft. Combination Direct Expansion Cooler, 28 tubes; two 12 ft. Sections C. P. Internal Tubular Cooler, or Heater, each 10 pipe high; Von Gunten Filter, 17x25 in.; 12,000 lb. Peerless Glass Coated Filter; 1000 lb. Two Compartment T. C. Weigh Can; Peerless T. C. Weigh Can, 29x29x18; Rotary Can Washers, 3 and 6 per minute; 200 gallon Cheese Vat, s.s. lined; 4½x6 Davidson Bronze Plunger 3 to 4 per minute rotary can washer with motor; Sterling 5x5 compressor with all accessories and motor; 225 gallon R. G. Wright pasteurizer, tinned copper with water pump and motor; No. 60 DeLaval Cream separator with motor and extra bowl; two No. 70 De Laval milk separators, motor driven; one No. 41 De Laval steam milk separator; Cherry-Burrell G-160 sixteen valve stainless steel milk bottle filler; Mojonnier milk bottle fillers, stainless steel, all sizes; five 100-can cheese vats; 20 h.p. Leffel Scotch marine boiler and stack; Heil, Meyer-Dumore bottle washers, 6 and 8 wide, comeback type, 4 wide Sturdy Bilt; 50 h.p. upright boiler; 12 tube 8 ft. 1 in., also 16 tube 1½ in., I. T. coolers; 10 ft. power drive conveyor, milk-case size with chain and motor; 1,200 lb. Crane butter churn, belt drive; 200 gallon Cherry-Burrell spray pasteurizer, stainless steel; U. S. brine ice cream freezer, 80 quarts; Mojonnier overrun tester; 1,000 lb. Doering butter printer; Cherry-Burrell Nu-line in-the-case bottle washer; Creamery Package Type C rotary bottle filler; 3,000 gallon vertical glass-lined storage tank for skim only. Sam Edelmann, 321 Broadway, New York 7, N. Y. WOrth 2-4975. 7-M



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NEW 42nd DAIRYMEN'S PRESSURE WASHER HANDLES ½-PINT, PINT, QUART and 2 QUART BOTTLES and GALLON JUGS

Cherry-Burrell designed and engineered this bottle washer especially to meet the needs of smaller plants — and it does its job with complete efficiency and economy. In continuous operation a case of washed, rinsed and sterilized bottles is removed every 40 seconds. Yet its treatments are thorough and its wash, rinse and chlorine sterilizing pumps use very little power. An exclusive feature of the new 42nd Washer is the balanced door for each compartment. When the doors are down they serve as a tank cover; when a door is raised it completely closes off that compartment, eliminating any possibility of splash, regardless of the size bottles or type case being washed. No rubber splash baffles are required. The balanced doors also operate quick-opening butterfly valves, stopping the flow of solution or rinse water when the door is down and opening the valve when the door is raised. The tank is built of heavy all-welded steel boiler plate and provision has been made for the sterilization of cans and utensils.

Ask your Cherry-Burrell representative for prices and complete information — or drop us a card.

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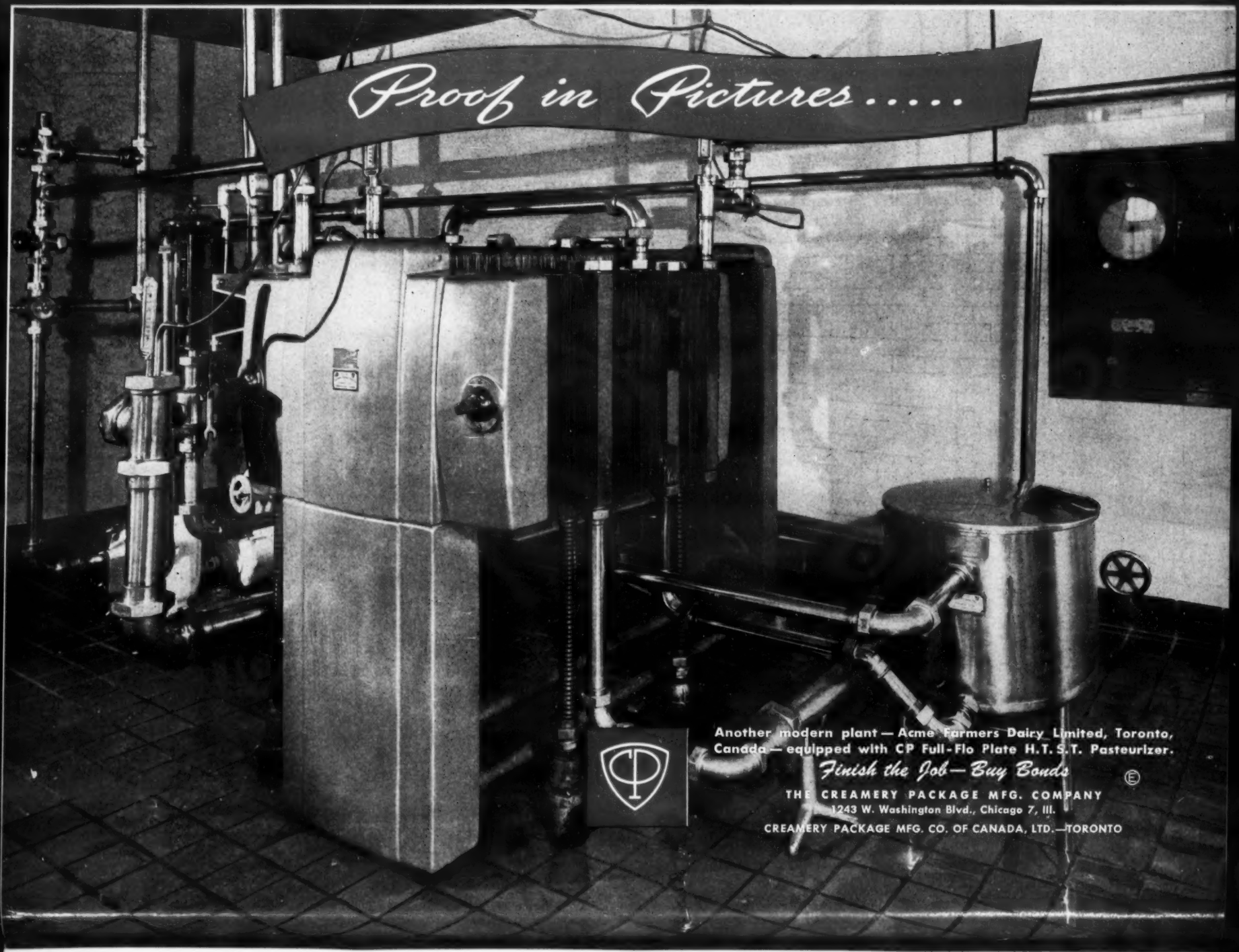
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FOR DAIRYMEN WITH "Show Me" MINDS

Now that prospects of new dairy equipment, replacements and repairs are brighter than for many months, wise dairymen are adopting a "Show Me" attitude.

They want facts and figures. They wish to be sure that changes and additions today will be profitable tomorrow.

Owens-Illinois welcomes this critical attitude. It welcomes every opportunity to sit down with an enterprising dairyman who wants all of the facts on milk container costs, convenience, sales appeal, delivery ease and consumer preference.

Today, Owens-Illinois is chiefly engaged in providing its customers with necessary replacements to maintain day-to-day milk deliveries—replacement bottles of the same high quality that have always distinguished Duraglas Dairy Bottles. At no time have we, or will we, compromise with quality merely to produce more bottles.

Tomorrow, we will offer dairymen a complete glass container service—featuring for aggressive merchandisers and cost-conscious operators, the startlingly successful Duraglas Handi-Square Bottles.

Now is a good time to get the facts about Owens-Illinois products and services for progressive dairymen. Just ask your Owens-Illinois Distributor or write Dairy Container Division, Owens-Illinois Glass Company, Toledo 1, Ohio.

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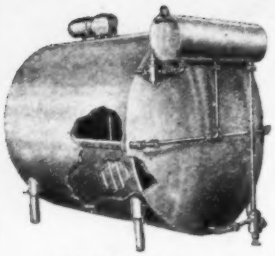
OWENS-ILLINOIS GLASS COMPANY

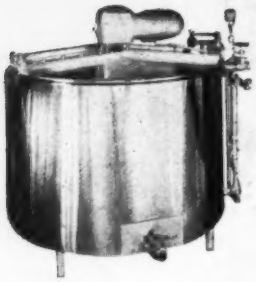
Duraglas

TOLEDO 1, OHIO

Branches in all principal cities



Cold Wall Tanks,
Horizontal or Vertical



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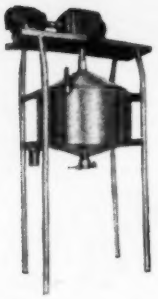
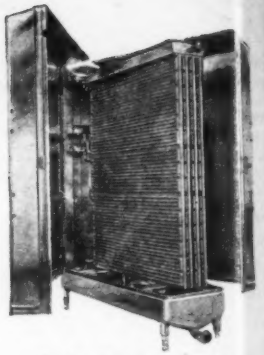
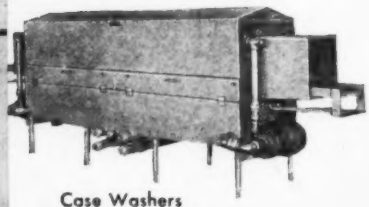


Processed Cheese Kettles



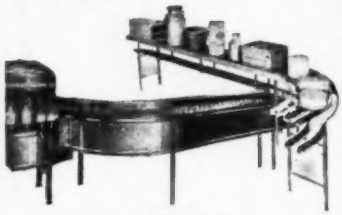
Senior Compact Coolers



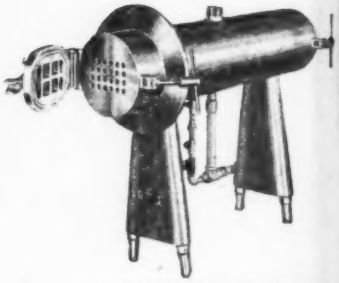
Case Washers

Serving AMERICA'S FINEST PLANTS

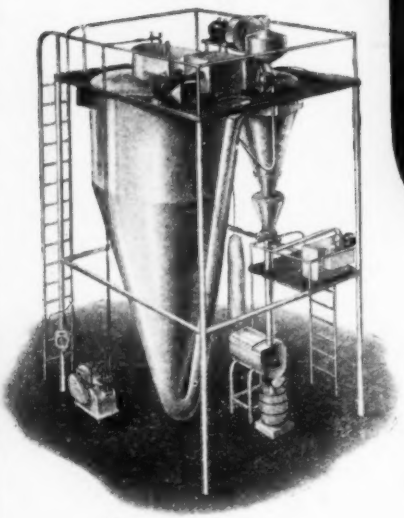
Vacuum Fillers



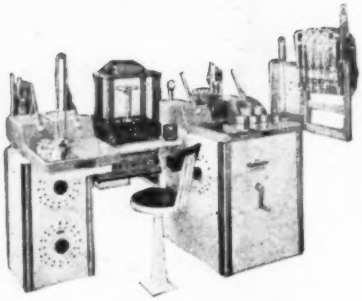
Bottle, Case
Can Conveyors



Tubular Heat Exchangers

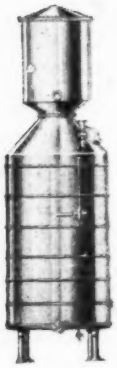


Vacuum Spray
Dehydrators (Model 3)



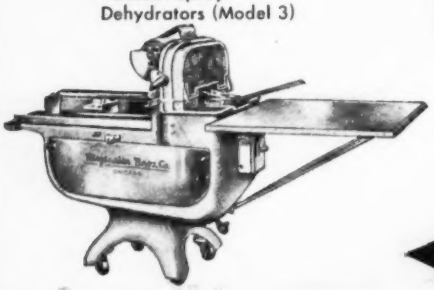
Milk Testers

Overrun Testers



Vacuum Pans

Tubular Evaporators



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